

# AMERICAN GAS ASSOCIATION

*Monthly*



JUNE  
1956

# Look what the SERVEL Gas Refrigerator offers you today —the most modern...dependable... only truly automatic refrigerator!

Have you checked the advantages of a Servel Gas Refrigerator lately? Automatic defrosting, of course. Adjustable roll-out shelves and plenty of storage room throughout. And all the exclusives you get only in the Servel Gas Refrigerator—the most modern, most automatic of all! A 10-year warranty. Permanently silent operation. No moving parts to wear or repair. The comfort and convenience of the automatic Ice Server . . . Trip Saver door handles you open with an

elbow nudge . . . constant balanced cold at any one of 12 temperature settings. The coolness and quiet of a kitchen, in which a tiny flame brings you these modern refrigerator services. New beauty, too, in Color Balanced Styling—pastel shades inside for easier storage identification, plus your choice of color for outside handles. And make a note of this: only a Servel Gas Refrigerator operates at such low cost, year after year! AMERICAN GAS ASSOCIATION

**NO MORE BOTHER ABOUT ICE!** Your Servel Gas Refrigerator not only makes non-stick ice cubes, it serves them to you in their own roomy basket. Exclusive Ice Server keeps plenty of cubes on hand at all times, too . . . replaces what's used, automatically! No nuisance trays to fill, spill, empty or forget to refill.



## Only the Servel Gas Refrigerator brings you all these important advantages:

- **A 10-year warranty**—twice as long as any other refrigerator offers. Your Servel Gas Refrigerator will operate as well in ten years as it does today!
- **Lasting dependability**—4 million Servel Gas Refrigerators have been built to date and 3½ million are still in use!
- **Permanent silence**—because there are no moving parts to make any noise!
- **No costly upkeep**—because there are no moving parts in the freezing system to wear out. You save on repairs and replacements!
- **Constant balanced cold**—at any one of 12 temperature levels that best suits your needs. Never any "on-off" fluctuation!

ONLY **GAS**

gives such matchless performance

See all the modern features of this beautiful SERVEL Gas Refrigerator—on display now at your Gas company or Gas appliance dealer!

The modern, economical fuel for automatic cooking . . . refrigeration . . . water-heating . . . clothes-drying . . . house-heating . . . air-conditioning . . . incineration



The Winner—Mrs. Cleo Maletis, Portland, Ore.

**O**UR Sections have taken over much of the space in this issue. Operating staged two of its Spring Conferences—Distribution and Transmission—during a single, jam-packed week in Chicago. Seven pages of stories and pictures begin on page 24. . . . Also in Chicago during the same week was Industrial-Commercial's Gas School, held in conjunction with the National Restaurant Association's show on Navy Pier. These two events get two double-page spreads beginning on page 20. . . . Operating's Production Conference also took place in Philadelphia, but too late in the month for coverage in this issue. . . . The big story, of course, is on the Mrs. America finale in Florida. You've seen the winner on our cover; details follow on the next page. . . . For those early birds who like to plan their promotions ahead, we've prepared a time-table of 1957 residential sales promotions (page 8). The detailed Plan Book is promised before summer is over. . . . Are you capitalizing on the gas industry's most admired single project? We refer to the A. G. A. Testing Laboratories, that shining example of self-regulation and enlightened consumer protection. The Association's Public Information Bureau has prepared a kit to enable any gas company to cash in on the public relations possibilities of the A. G. A. Blue Star of Approval. Read about it on page 10.

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Mrs. Cleo Maletis of Portland, Ore., proudly accepts plaque proclaiming her Mrs. America 1957 from A. G. A. President Dean H. Mitchell

### a PAR activity

THE MOST successful Mrs. America Contest in its 18-year history reached a climax Saturday night, May 12, at Peabody Auditorium, Daytona Beach, Florida, with the crowning of the new Mrs. America—Mrs. Cleo Maletis of Portland, Oregon.

The gas industry's new ambadress is a slender brunette, 31 years of age, and the mother of three boys—Chris, 7; Thomas, 4; and Edward, 2. Her husband, Chris, is vice-president of a beverage company. The new Mrs. America, sponsored by Portland Gas & Coke, will receive prizes valued at \$15,000.

The announcement was made at exactly 10:35 p.m. to a tense audience of 3,000 people at Peabody Auditorium. Additional millions heard it at the same moment over NBC's "Monitor."

In an atmosphere of mounting tension, Bill Berns of NBC,

who was master of ceremonies for the Mrs. America grand finals, had previously announced that the judges had selected Mrs. Anne Mitchell of Monroe, Louisiana, sponsored by United Gas Corp., as second place winner. She received the John Wood trophy. Mrs. Gloria Buth, of Columbus, Ohio, sponsored by Ohio Fuel Gas, won third place and was presented with the Ellinor Village Award. Mrs. Mitchell and Mrs. Buth were also presented beautiful silver tea services, donated by the Royal Art Galleries of Daytona Beach.

Mrs. Claire Barnett of Carlsbad, N. M., was voted "Mrs. Congeniality" by the 49 contestants, one from each state in the Union and the District of Columbia. She was presented with a handsome plaque by W. W. Selzer, A. G. A. chairman, Mrs. America Contest. Mr. Selzer presented a set of heavy sterling silver steak knives to Mrs. District of Columbia, Mrs. Florida and Mrs. Oklahoma—they were among the top six finalists from whom the judges made their final selection.



Finalists awaiting for announcement of winner are (l. to r.): from District of Columbia, Florida, Louisiana, Ohio, Oklahoma, and Oregon

Three of the judges visiting Mrs. Rhode Island during 5-day judging are (l. to r.): Arthur W. Brown, Iris Davenport, Josephine McCarthy



The original field of contestants from 48 states and the District of Columbia was first narrowed down to these 15 outstanding homemakers



The judges who had observed the homemaking abilities of the 49 contestants over an intensive five-day period included Iris Davenport of Nashville, Tenn., chairman, Home Economists in Business, editor of *Farm and Ranch* magazine, and the only woman ever to receive the national farm award for her contributions to American agriculture. The other two recipients of this outstanding award were Milton Eisenhower and Ezra Benson.

In addition to Miss Davenport, the Mrs. America panel of judges included: Marian Manners, food editor, the *Los Angeles Times*, Los Angeles, Calif.; Josephine McCarthy, women's commentator, WRCA-TV, NBC affiliate of New York City; Isabel McGovern, director of New York City's *Herald Tribune* kitchen and special food writer; Mary Rokahr, home economist at the University of Nebraska with special assignment to Turkey; Arthur William Brown, famous illustrator and honorary president, American Society of Illustra-

tors; and Russell Patterson, artist, illustrator and noted interior decorator.

The new Mrs. America is an accomplished homemaker and an attractive brunette. It was evident throughout the first five days of the contest that she was a serious contender for the Mrs. America crown when she won five special awards given for individual achievements. Ten other contestants won two awards and 17 won one award.

Mrs. Maletis' five awards included: A Civil Defense award for her essay on the best safety plan for her family in the event of atomic attack; the cling peach industry's award for her dessert; the Wear Ever dinner menu award; American Kitchens' award for menu planning and the Robertshaw-Fulton award for the best cake.

Among her accomplishments, Mrs. Maletis is an expert cook and an excellent housekeeper, designs and makes her own clothes, is active in civic and church activities, is a busy

## ● Gas industry's national "Mrs. America" promotion reaches climax in Florida

mother with three young boys, and holds a master's degree in home economics. The five awards she won indicate her versatility, topped off by the final and most important award of all—the Mrs. America crown.

Upon hearing the news that Mrs. Oregon had been selected by the judges as the new Mrs. America, James A. Sechser, sales promotion manager for Portland Gas & Coke, flew to Ellinor Village to extend his company's and his state's congratulations to Mrs. Maletis and to arrange her gala homecoming.

En route home, Mrs. Maletis was the guest of honor of Mayor George Christopher of San Francisco. On May 23, she arrived at Portland airport aboard National Airlines' "Mrs. America Flagship," specially named for her, where she was greeted by Governor Smith, Mayor Fred L. Peterson and other state and city dignitaries, followed by a giant parade through the streets of Portland. That night, Mrs. America was feted at a banquet attended by city and state officials.

On May 26, she was a guest on Herb Shriner's "Two For the Money" and on May 28 appeared on "Strike It Rich," both television programs viewed by millions over CBS-TV. Mrs. Maletis is scheduled to appear on national radio and television programs during the coming months and will be widely publicized in newspaper and magazine articles as the nation's outstanding homemaker.

Announcement of the name of the new Mrs. America climaxed a period of nine exciting days for the 49 state finalists who had come to Ellinor Village with their husbands to compete for the title of the nation's outstanding homemaker.

Contestants began arriving this year on May 2 and 3 to have a few days before the contest got underway in which to relax and become better acquainted with each other and the rules of the contest.

After being housed on Mrs. America Drive in identical gas-equipped villas, they were introduced to the hostesses who would see to their comfort and happiness throughout their stay at Ellinor Village.

On Friday, May 4, contestants and their husbands formed a DeSoto Motorcade for a visit to one of Florida's most famous vacation spots, Marineland, where they had lunch as guests of A. G. A. In the afternoon, they were taken to Peabody Auditorium to be fitted for a fashion show to be held the following Friday. That evening they were the guests of A. G. A. and DeSoto, at an informal beach party where they saw "The Mrs. America Story," a film narrated by Conrad Nagel, giving them each an idea of exactly how the grand finals were conducted last year.

On Saturday, May 5, contestants and their husbands departed at 7:30 in the morning for a visit to Cypress Gardens. That evening they were entertained at a gala welcoming party held at Ellinor Village Country Club.

Sunday, May 6, contestants were taken to the church of their choice and spent an afternoon of relaxation. From 4 to 5 p.m. they held open house for guests of Ellinor Village and nearby residents, many of whom were from their home states but vacationing in Florida.

That evening, they were given an opportunity to meet Mrs. Ramona Deitemeyer, the then current Mrs. America, at a



Mrs. America of 1956 and Carl Deitemeyer are with children: Steven, 13; Char Kaye, 13; Diann, 14; and



Mrs. Louisiana, who placed first in the best laundress category, receives best luncheon award from Ramona Deitemeyer. She won the best laundress

*new winner is chosen from among sponsoring gas companies' state winners*

Ohio, third place winner, is in mock-up all-gas photo for camera crew during "Mrs. America Story"



Mrs. New Mexico wins best pie award from Frank Post, Robertshaw-Fulton. "Mrs. Congeniality" and Civil Defense made three for her



Mrs. Missouri, the mother of 11 children, receives the silver laundry trophy from Joe DiRienzo of the Colgate Palmolive Company



1956 and her are with 13; Chas 14; and 1

Tennessee prepares meal in equipped kitchen. Judges award meals on basis of economy, nutrition, and eye appeal



One of the many press photographers present snaps picture of Dick Geier of Servel awarding a special trophy to Mrs. South Dakota



Mrs. Oklahoma receives a set of silver steak knives from A. G. A. contest chairman, W. W. Selzer. She was among six top finalists



who places incheon mem teitmeyer. S laundres

MONTHLY



Bill Berns of NBC (l.), Ramona Deitemeyer, and C. S. Stockpole, managing director of A. G. A., enjoy a hearty laugh during last minutes of grand finals of contest



Home Service Advisory Group members observing contest were (l. to r.): seated—Ruth Soule, Jessie McQueen; standing—Ruth Sheldon, Mildred Clark, Mary Hall. Kathryn Barnes is not shown

buffet supper at the Ellinor Village Country Club. Contestants were urged to retire early as the national contest officially opened the next morning at 9 a.m. From that moment until the night of May 12, they would be subject to constant checking by the judges who might stop by unannounced, at their villas at any time during the day.

Monday morning, May 7, contestants began an intensive five days of cooking, housekeeping, sewing, ironing, and similar homemaking duties. In addition to preparing daily menus and cooking three meals a day, they were given daily assignments to be completed for judging at a specified time.

It was also explained that no one meal or homemaking event in which contestants might excel or fail would be the deciding factor of the contest. "While various trophies will be awarded for each homemaking event, this does not necessarily mean that any one particular finalist is leading for Mrs. America honors. What the judges are seeking is an attractive all-around homemaker . . . one who is a good housewife and keeps a neat home."

On Monday morning, their menus for the week planned in advance, and their shopping lists made out, contestants and their husbands were taken by bus to a super market where they did their shopping for the week. Each contestant was given \$30 in tokens and told that her menus and meals would be judged on the basis of nutrition, appetizing appeal and economy.

That afternoon, each couple was interviewed in private by the panel of seven judges. This made certain that they understood the rules of the contest and gave the judges an opportunity to meet each couple personally.

Tuesday morning at 11 a.m. the first special award given for individual achievement was announced. Winners of the Colgate AD Laundry Quiz were: Mrs. Louisiana, Mrs. Missouri and Mrs. Pennsylvania. That same afternoon at 4 p.m. Mrs. Washington, D. C., Mrs. Colorado and Mrs. Utah won the DeSoto safe driving quiz, and Mrs. New Mexico, Mrs. Oregon and Mrs. Nebraska were awarded trophies for their essays on Civil Defense.

Wednesday, trophies were awarded Mrs. Wyoming, Mrs. Michigan, and Mrs. Oregon for their cling peach desserts, and awards for the best aprons went to Mrs. Minnesota, Mrs. Missouri and Mrs. Idaho. The Proctor ironing trophy went to Mrs. Illinois, Mrs. California and Mrs. Texas, each of whom had ironed one of their husband's shirts in the presence of a judge.

Thursday morning, Servel awarded a trophy to Mrs. South Dakota for the best refrigerated salad, and Mrs. Mississippi for the best refrigerated dessert.

That afternoon Wear Ever presented Mrs. Tennessee, Mrs. Oregon and Mrs. Kentucky trophies for the best dinner menus and American Kitchens made awards to Mrs. Ohio, Mrs. Tennessee and Mrs. Oregon for the best menu planning.

Thursday night at 8 p.m., contestants and their husbands were taken to the Ellinor Village Country Club for the first round of microphone interviews. This gave each contestant an opportunity to tell more about herself and her family to further acquaint the judges with her social, civic and church activities.

On Friday, the last day for judging contestants' homemaking abilities, The Witkower Press housecleaning awards went to Mrs. North Carolina, Mrs. Oklahoma and Mrs. Washington, D. C., while the Robertshaw-Fulton award for the best cakes went to Mrs. Oregon and Mrs. North Dakota. The best pies won Mrs. New York and Mrs. New Mexico special trophies.

That afternoon contestants appeared in a fashion show at Peabody Auditorium and then returned to their villas to prepare "ingenuity" dinners using leftovers. That night, they returned to the country club for the last of the microphone interviews.

Saturday dawned bright and clear. The Big Day had arrived at last! In the morning the last of the special awards were made. Mrs. Maine, Mrs. New Hampshire and Mrs. Kentucky won the Proctor breakfast trophies while the GAMA luncheon awards went to Mrs. Montana, Mrs. Texas and Mrs. Louisiana. The best leftover dinner meal awards went to Mrs. California,

(Continued on page 49)

# A.G.A. group revises 18 standards



Shown just before 66th meeting held recently are members of the ASA Sectional Committee, Project Z21, A. G. A. Approval Requirements Committee. At head of table is the group's chairman, Howard B. Noyes

The Approval Requirements Committee, at its 66th meeting held March 20 at the A. G. A. Laboratories in Cleveland, adopted revisions and additions to 18 current American Standards for gas appliances and accessories. Each of these proposed American Standards will be submitted to the American Standards Association, Inc., for approval as American Standard.

The new provisions apply to domestic gas ranges, built-in domestic cooking units, water heaters, domestic side-arm type water heaters designed for use with auxiliary storage systems, room heaters, clothes dryers, counter appliances, hotel and restaurant ranges, deep fat fryers, portable baking ovens as well as for metal connectors and pressure regulators used on domestic appliances. In addition, new provisions were adopted for boilers, furnaces, floor furnaces, vented recessed heaters, unit heaters and duct furnaces.

The new provisions will be applied to the above types of equipment re-

ceived for test by the Laboratories beginning Jan. 1, 1957, their effective date. Requirements covering built-in domestic cooking units, however, are to be applied immediately to all equipment in this category. This action was taken by the Approval Requirements Committee in view of the need for adequate safety requirements to cover the advance designs employed with units of the built-in type.

## Incorporate provisions

Provisions have been incorporated in a number of the new standards to permit optional natural gas approvals. Such approvals will be of benefit to manufacturers who market in natural gas areas, since the appliances may be approved without the necessity and expense of conducting tests with manufactured gas. All units so approved will have clearly indicated on the rating plate that tests were performed under the optional natural gas requirements.

Included in the revised requirements covering gas clothes dryers are provisions covering the effect of exhaust restrictions or back draft on performance with respect to burner and pilot operating characteristics, wall and floor temperatures and drying efficiency.

The standard for gas water heaters is to be published as two volumes. Volume I will continue to cover the majority of gas water heater types and has been revised to include provisions for non-metallic dip tubes. Volume II covers side-arm type water heaters which by their design require auxiliary storage systems. It is believed that separation of the standard in this manner will serve to clarify the provisions applied to the various types of water heaters.

Extensive editorial revisions have been made to the requirements covering gravity and forced-air type central furnaces. The subcommittee supervis-

*(Continued on page 56)*

# Set time-table of 1957 promotions



Residential Gas Sales Committee, B. H. Wittmann, chairman, meets in New Orleans to plan 1957 activities

In line with the program of "long-range" or "year-ahead" planning inaugurated by the Residential Gas Section several years ago, the 1957 A. G. A. Residential Sales Promotional and Advertising Recommendations have been prepared by the Residential Gas Sales Committee at a meeting held at the St. Charles Hotel in New Orleans March 9 and 10.

The Residential Gas Sales Committee is a result of the streamlining or simplification of the Section's former operating committees. Its membership includes sales managers and sales executives from gas utility companies fully representative of the industry from the standpoint of geographic location and from their thorough knowledge and experience in the promotion,

advertising and sale of residential gas service. The committee also includes representatives from each of the seven residential gas appliance divisions of GAMA and from the regional and state gas associations.

The Residential Gas Sales Committee is under the direction of B. H. Wittmann, vice-president in charge of sales, The Peoples Gas Light and Coke Co., Chicago, and chairman of the Residential Gas Section. The committee membership represents approximately 60 per cent of the industry's residential meters.

Prior to the committee meeting, on March 8 and 9, a comprehensive survey was conducted among all committee members to secure their suggestions and recommendations relative to the

timing and format of the 1957 programs.

Following a full review and study of the survey results, the committee recommended the accompanying timing and themes for the 1957 A. G. A. Residential Sales Promotional and Advertising programs which was approved by the A. G. A. General Promotional Planning Committee at its meeting in Savannah, May 14-15.

Gas ranges: April, May, September, October, November.

Water heaters: February, March, August, September, October.

Clothes dryers: February, March, August, September, October.

Refrigerators: June, July, August.

(Continued on page 50)

## GAS RANGES

APRIL

MAY

Spring Promotion theme: "SPRING SHOWING—IT'S NEW!" September, October and November—Fall Promotion theme: "OLD STOVE ROUND UP."



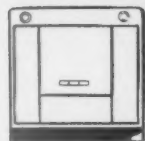
## GAS CLOTHES DRYERS

FEBRUARY

MARCH • AUGUST • SEPTEMBER

OCTOBER

New Freedom Gas Laundry theme: "ONLY GAS DRIES SO FAST, COSTS SO LITTLE."

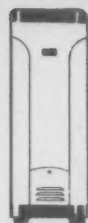


## WATER HEATERS FEBRUARY

MARCH • AUGUST • SEPTEMBER

OCTOBER

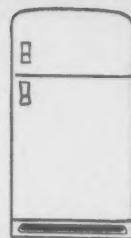
New Freedom Gas Laundry theme: Promotion and advertising theme on automatic gas water heaters to be designed by the A. G. A. Advertising agency and the A. G. A. Domestic Advertising Committee.



## GAS REFRIGERATORS

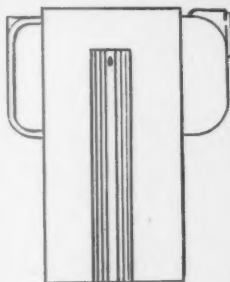
JUNE • JULY • AUGUST

Theme: "THE ONLY COMPLETELY MODERN REFRIGERATOR—THE GAS REFRIGERATOR." "ONLY GAS GIVES ALL FOUR—AUTOMATIC ICE SERVER—AUTOMATIC DEFROSTING—10-YEAR WARRANTY—NO MOVING PARTS."



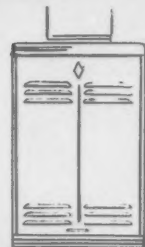
## AIR CONDITIONING

Any time or optional timing. (Timing to be listed in 1957 Plan Book, April and May.) Theme: "ONLY GAS GIVES GREATEST YEAR-ROUND COMFORT."



## HOUSE HEATING

Any time or optional timing. (Timing to be listed in 1957 Plan Book, April, May, August, September and October.) Theme: "FOR CAREFREE COMFORT, HEAT WITH GAS—SO CLEAN—SO AUTOMATIC—SO CONVENIENT."



## GAS INCINERATORS

Any time or optional timing. (Timing to be listed in 1957 Plan Book, June and July.) Theme: "ONLY GAS INCINERATORS END BOTH YOUR TRASH AND GARBAGE WORRIES."



## + HOLIDAY PROMOTION

Featuring gas ranges, refrigerators, water heaters and dryers, November and December.


**NEW FREEDOM GAS KITCHEN PROGRAM** 12 months

**MRS. AMERICA PROMOTION** 12 months

now, for the first time—  
a kit of practical tools  
to tell the unique story  
of the **gas industry's**  
**appliance testing program**

**STEER BY THIS STAR**

TO BUILD GAS  
APPLIANCE SALES  
TO CREATE CUSTOMER  
CONFIDENCE IN GAS SERVICE  
TO DRAW NEW USERS TO GAS



**This new public information service  
brings you . . .**

- Six ready-to-use ads
- Two illustrated booklets on the "Blue Star" Story
- Seven feature stories
- Six general publicity articles
- Ten action photos of appliance testing

**Public Information**  
**AMERICAN GAS ASSOCIATION**

**GAS APPLIANCE TESTING PROGRAM**  
*General Range Promotion*

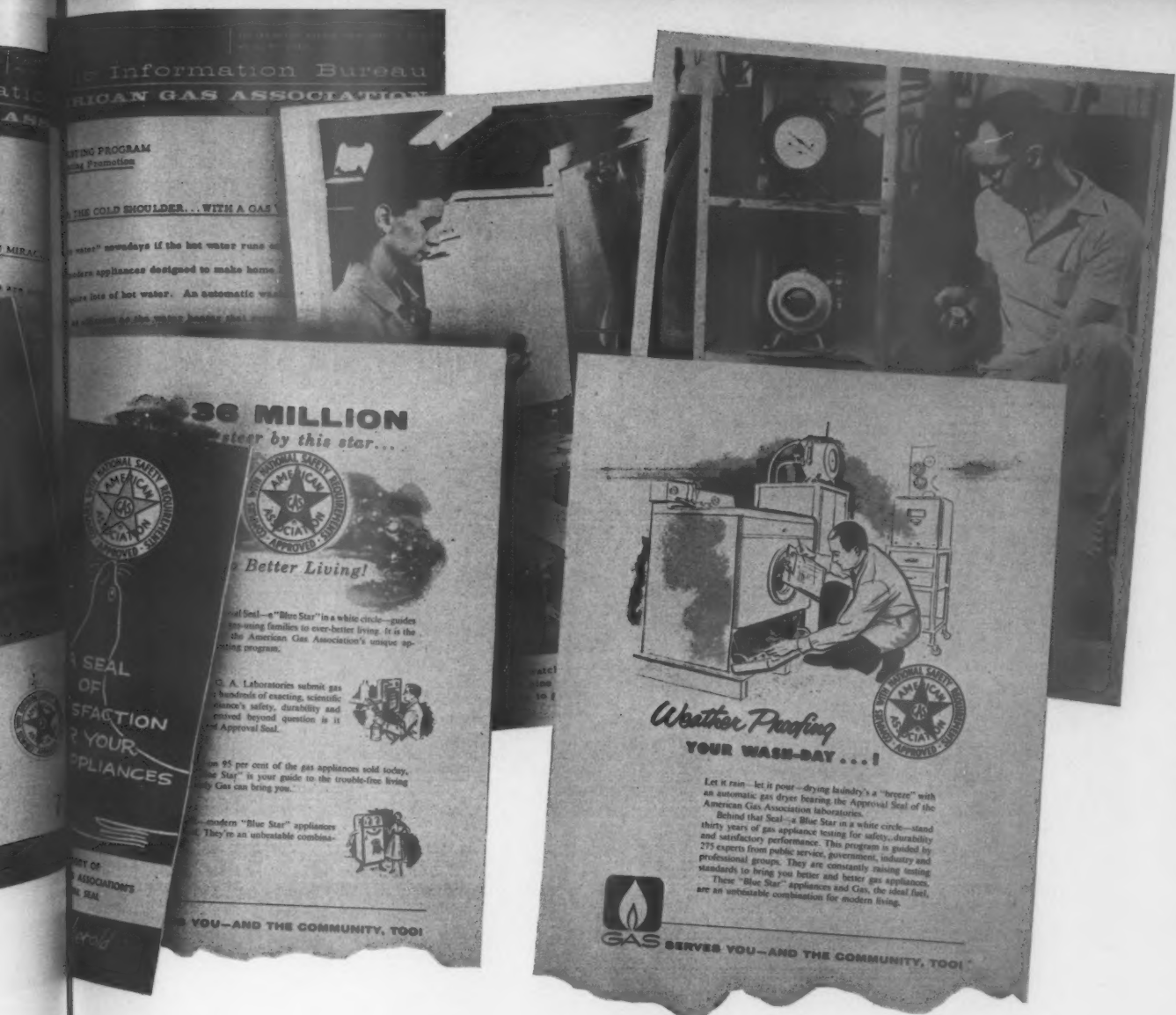
**TODAY'S GAS RANGE. A MODERN MIRACLE**

There's a good reason why modern gas ranges have become a national symbol of safety, sturdiness and operating ease. Almost all of them feature the blue star on a white circle. It's the national symbol of safety, sturdiness and operating ease.




*Public Information kit ready to help you tell safety,  
dependability and performance story behind gas appliance testing*

# How to "follow the Blue Star"



## a PAR activity

The safety, dependability and performance story behind the gas industry's unique appliance testing program is told dramatically in a new PAR Public Information publicity kit. Title is "Steer by This Star"—To build gas appliance sales, to create customer confidence in gas service, to draw new users to gas."

Ready-to-use ads, illustrated booklets, feature stories, publicity articles and action photos are ready to help you carry the "Blue Star" story to employees, customers, editors, salesmen, civic clubs, and other influential groups in your community.

Six ads, designed for local company

use, tell how the A. G. A. Approval Seal guides 36 million gas-using families to ever-better living. Readers are urged to team up modern "Blue Star" appliances and Gas, the Ideal Fuel—an unbeatable combination for modern living!

Don Herold, nationally-known cartoonist, is author of one of the illustrated booklets in the kit, "A Seal of Satisfaction for Your Gas Appliances."

"I didn't realize, myself," Mr. Herold declares, "how alive, alert, aggressive and progressive the industry is, until I looked into the A. G. A. Laboratories and learned about the 'Blue Star' Approval Seal, which they grant IF—

"The 'IF' is something fierce!

"A gas range, for example, has to pass

some 300 tests covering safety, durability and performance before it can wear the Approval Seal. . . .

"Today, the world may know that an A. G. A.-approved appliance, properly installed and operated, may be expected to give years and years of satisfactory service."

Single copies of the complete publicity kit can be obtained without charge from the A. G. A. Public Information Bureau. Bulk orders of the local level ads and "Blue Star" booklets are available at cost.

Additional copies of the employee feature stories, publicity articles and appliance testing photos are also offered without charge.

● PORTLAND



DENVER ●



# A. G. A. Round-tables Cover Nation



**CHICAGO** ●

**BOSTON** ●



● **ATLANTA**



**DALLAS**



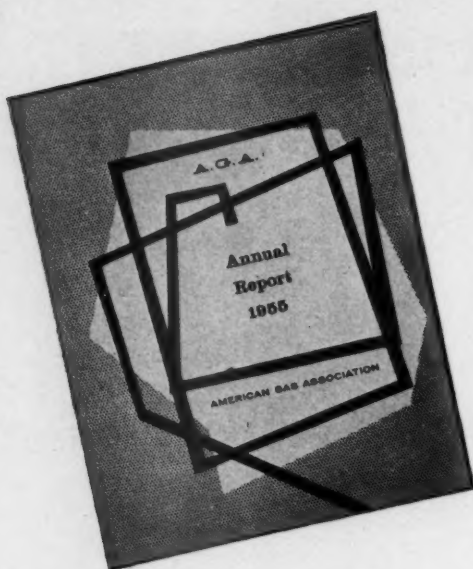
More than 250 gas company presidents and vice-presidents attended the series of A. G. A. Executive Round Table Conferences, held in every part of the country during the period of January 16 through March 16.

Though the map and pictures above depict the geographic distribution of the meetings, four other meetings are not

shown. These four were held in New York, St. Louis, Pittsburgh and Washington, D. C.

Authorized by the A. G. A. board of directors and sponsored by the Gas Industry Development Committee, under the direction of J. Theodore Wolfe, executive vice-president, Baltimore Gas & Electric Co., chairman, the ten meetings

were designed to afford each executive the opportunity of hearing more about the Gas Industry Development Program, PAR, and other Association activities. A major purpose was to discuss the profitable application of these programs in the territories of many member companies, —and to give the executives an opportunity to recommend steps that should



## A.G.A. report reflects dynamic growth

**D**ynamic gas industry growth coupled with the upsurge of new ideas and plans for future growth are reflected in the 1955 annual report of the American Gas Association.

The report shows the increased utility awareness of the importance of industry cooperation, through A. G. A., in multiplying the impact of local and national industry projects.

Some of the specific projects mentioned are the Action Demonstration Cities program, an intensified experiment using strong marketing, servicing, and advertising techniques; the PAR Plan, which in 1955 had a rec-

ord subscription of over \$2.3 million; the Mrs. America contest, which links modern gas service and gas appliances with modern homemaking; and the expanded facilities and improved operation procedures at the A. G. A. Laboratories, making it possible to provide greater service to the industry than ever before.

The report describes the many activities of the Association's Sections and Bureaus, particularly stressing the success of the programs conducted, such as the Hollywood program, New Freedom program, school program, and metropolitan contact program.

*(Continued from preceding page)*

be taken to make A. G. A. programs more responsive to their needs at the local level.

Each of the meetings featured a thorough and comprehensive discussion by qualified gas company executives who are members of the GID, PAR, Research and Public Information committees, in addition to A. G. A. staff personnel. The programs included presentations on the objectives and status of the GID Program, and a discussion of the GID Program as applied to individual demonstration cities by executive representatives of the ten gas utility companies participating in the Demonstration City Program.

A review of PAR, its objectives, scope and progress, and an explanation of the Promotion, Advertising and Research,

and Public Information Programs was included. The managing director of the Association also discussed other Association activities not included in the above categories.

Those attending the meetings participated in the discussions, and a number of important recommendations and suggestions were received. As a result of the meetings, it is believed that many gas utility executives have a much clearer picture of the GID and PAR Programs, and other A. G. A. activities than they have had in the past.

Current plans call for conducting a series of similar meetings for gas company sales managers, to be sponsored and held wherever feasible and practical, in conjunction with meetings of the regional and state associations. The first of such meetings will be conducted at the Statler Hotel in Boston, June 13, in

cooperation with the Residential Sales Division of the New England Gas Association.

Presiding at the various meetings were: New York, James Comerford, president, Consolidated Natural Gas Co.; Dallas, C. H. Zachry, president, Southern Union Gas Co.; St. Louis, Robert W. Otto, president, Laclede Gas Co.; Pittsburgh, A. W. Conover, president, Equitable Gas Co.; Boston, Earl H. Eacker, president, Boston Gas Co.; Washington, D. C., E. J. Boothby, president, Washington Gas Light Co.; Atlanta, Rock G. Taber, president, Atlanta Gas Light Co.; Denver, F. T. Parks, vice-president, Public Service Company of Colorado; Chicago, Eskil I. Bjork, president, The Peoples Gas Light and Coke Co.; Portland, Ore., C. H. Gueffroy, president, Portland Gas & Coke Company.

## Laboratories issue results on draft conditions field survey

### a PAR activity

**RESULTS OF A** field survey of draft conditions are reviewed in Research Report No. 1243, *A Field Survey of Gas Appliance Venting Conditions* recently published by the American Gas Association Laboratories. The survey was performed as PAR project DA-3-HA, Phase II, sponsored by the Association's Committee on Domestic Gas Research.

Although considerable information on flue gas venting conditions has been accumulated by industry engineers, very little data on typical domestic installations has been recorded in the literature. To obtain a better picture of the occurrence and magnitudes of updrafts

and downdrafts to which vented appliances and their associated draft hoods are subjected, the Association's Committee on Domestic Gas Research sponsored this field survey of venting conditions throughout the U. S.

It was felt that this practical operating information would yield data that would have wide industry application. A number of gas companies in various parts of the country were therefore contacted and their cooperation in this work requested. Twenty gas utilities participated, and provided vent operation information on some 250 individual appliance installations under a wide variety of weather conditions.

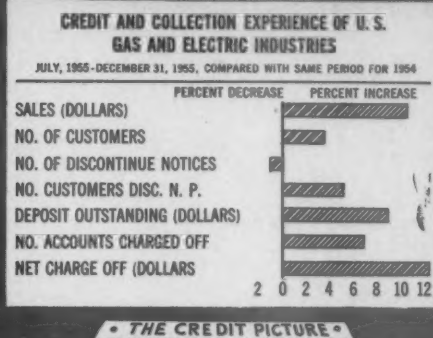
With the exception of special cases, the

main body of the data obtained is reported on a statistical basis. Updraft velocity, static pressure, temperature, carbon dioxide, and dilution weight ratios of flue gas and air passing through the draft hoods were all plotted as frequency distributions.

Research Report No. 1243 contains a statistical analysis of the various draft variables together with a discussion of the statistical method used. In addition, isolated case histories of downdraft conditions are presented.

This 75-page research report, prepared by H. L. Reed, may be obtained for \$1.50 a copy from A. G. A. Laboratories, 1032 East 62nd St., Cleveland 3, Ohio, or from A. G. A. Headquarters.

# Sales rise faster than customers



The Credit Picture for the second half of 1955 as compared to last year presents a somewhat encouraging picture when viewed nationwide. However, while some geographical areas reported favorable trends, several areas reported marked trends in the opposite direction.

Sales, both residential and total, are up an average of 10 per cent for the nation with the greatest geographical increase (six companies) 16 per cent and the lowest increase (six companies) 5

per cent. In four areas, residential sales showed a greater increase than total sales while in five other areas the increase was comparable to that of total sales. The related picture reported as to the increase in number of customers indicates a less rapid but continuing rising trend. These two items, additional customers plus all customers with a higher average usage, present an ever increasing challenge to collection managers of our companies.

The result of increased sales and num-

ber of customers is set forth in a rather alarming manner when we examine the increases reported by all companies, in varying degrees, as far as our cycle or past due residential dollar arrearages. This is the category which each company must endeavor to control within reasonable limits. It is also the area where we spend the greater portion of our collection expense dollar and where this expense dollar may well show the greatest effectiveness. (Turn to next page)

## REFLECTION OF CREDIT AND COLLECTION EXPERIENCE OF U. S. ELECTRIC AND GAS UTILITIES—JULY 1, 1955, TO DEC. 31, 1955

Per Cent—Increase or Decrease over Corresponding Period—1954

	NEW ENGLAND	MID ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	SOUTH ATLANTIC	EAST SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN STATES	PACIFIC STATES	UNITED STATES TOTAL
<b>SALES IN DOLLARS:</b>										
Residential	+ 7.5	+10.1	+11.2	+16.1	+13.2	+8.2	+ 8.0	+15.3	+13.0	+11.6
Total	+ 8.6	+ 7.4	+12.1	+10.9	+12.3	+5.1	+ 8.5	+16.7	+13.1	+10.7
<b>NO. OF CUSTOMERS:</b>										
Residential	+ 1.3	+ 0.9	+ 3.9	+ 3.4	+ 5.3	+5.5	+ 4.2	+ 6.5	+ 5.5	+ 3.4
Total	+ 1.1	+ 0.7	+ 3.9	+ 3.3	+ 6.1	+5.3	+ 3.8	+ 8.7	+ 6.6	+ 3.7
<b>NO. OF DISCONNECT NOTICES</b>	+ 7.6	— 8.2	— 0.6	+ 6.5	+ 5.3	+8.4	— 3.1	+20.5	—16.4	— 0.8
<b>NO. OF NON-PAYMENT DISCONNECTIONS</b>	+ 5.2	— 2.0	+ 5.7	— 1.4	+11.0	+9.3	+ 5.2	+80.3	— 2.3	+ 5.2
<b>SECURITY DEPOSITS OUTSTANDING</b>										
Number	—12.5	+ 6.9	+14.6	+18.4	+10.6	—2.0	+ 2.2	+12.4	— 0.5	+ 6.2
Amount (Dollars)	— 0.8	+ 7.8	+18.6	+12.0	+12.7	—0.4	+ 3.4	+ 5.3	+20.7	+ 9.1
<b>NO. OF ACCOUNTS CHARGE-OFF</b>	+29.7	+ 5.5	+14.7	+15.3	— 4.8	—0.5	+ 2.1	+15.0	+ 5.7	+ 6.8
<b>NET CHARGE-OFF (Dollars)</b>	+58.1	+ 6.5	+21.1	+23.5	+ 5.9	—2.8	— 7.4	+ 6.5	+ 0.7	+12.4
<b>NET CHARGE-OFF—</b>										
Cents per Customer	+27.4	+ 5.9	+16.7	+20.2	—	—7.6	—10.5	— 1.9	— 5.7	+ 6.1
<b>RATIO: NET CHARGE-OFF TO SALES</b>										
Residential	+47.8	— 2.3	+ 7.0	+ 8.3	— 5.2	—9.3	—14.3	— 7.3	—11.1	+ 2.1
Total	+42.9	—	+10.0	+12.5	— 4.0	—5.6	—15.4	— 8.7	—12.0	0.0

Nationwide, the number of disconnect notices was down slightly with several geographical areas reporting a considerable decrease and a few moderate increases. Non-payment disconnections were up in all areas but three. One section reported an 80 per cent increase.

A trend away from the "No security deposit policy" towards a decided increase in the amount of the individual security deposit plus a gradual trend towards a wider coverage is indicated. Only two out of the nine zones reported a decline in this category with seven reporting on the plus side and the national average is up both in number and dollars. The figures from the individual companies seem to point towards a minimum number of security deposits for increased or more adequate amounts in relation to the increased average monthly dollar sales.

Only about one-half of the reporting companies were able to indicate the number and amount of off-line final bills. Since this is the source of our bad-debt losses it would seem logical that more attention should be centered on this category. Studies made by a few of the operating companies indicate this area the prime source from which forecasts of future bad-debt losses may be

made. Of the companies reporting, the national trend is upward with four areas reporting some decline and five areas reporting a decided increase.

Both the number and dollar value of accounts charged off are up for the nation as a whole with the area picture showing some wide variations, two reporting a decrease and seven, increases. A breakdown of 79 companies showed the following:

Net Charge-Off		Number of Companies
Gas Companies	(Increase)	11
Combination Companies	"	19
Electric Companies	"	21
		51
Gas Companies	(Decrease)	11
Combination Companies	"	4
Electric Companies	"	13
		28

The fact that 28 companies reported a decrease is, we feel, some indication that certain areas may be starting to move in the right direction even though the majority of the companies indicate a continuing trend upward. This possible favorable trend is further set forth when we examine the ratio of net charge-off to both residential and total sales. Nation-

wide the ratio: Net Charge-off to Total Sales did not increase with five areas reporting decreases, three increases, and one status quo. The ratio: Net Charge-off to Residential Sales was up slightly with the area picture being the same as that for the Ratio to Total Sales. Here again the general trend is somewhat more favorable.

We have added to the Credit Picture the category, net charge-off—cents per customer, and our first experience indicates this item should prove to be worthwhile as a trend denominator. The national average was 14 cents for 1955 as compared to 13 cents for 1954, up six per cent. Geographically four areas were above and four were below the national average, and one was status quo.

The coverage of the Credit Picture is increasing with respect to the number of companies reporting on the various items and the reference and trend value of this report to each company and the industry is assuming growing proportions. Next year at this time your project committee plans to publish a complete 12-months' summary which should verify whether the trend towards a slight leveling off in the rate of increase of our bad debt losses as indicated by this report is to continue.

## A.G.A. launches regional public relations workshops

### a PAR activity

team up national and local public relations

A LONG-RANGE workshop program to

action in the gas industry was opened by American Gas Association in Omaha, Neb., on May 3. The workshops will be held in seven areas of the country in cooperation with

regional and state gas associations.

Each workshop will be a shirt-sleeve session designed to stimulate exchange of ideas and experiences among gas company public relations specialists. Other workshops are already planned for Atlantic City, N. J., June 11; Tulsa, Okla., August 10; Chicago, Ill., September 21; Atlanta, Ga., and Coronado, Calif., dates to be announced.

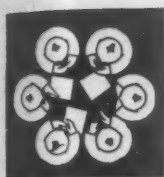
Thirty-seven public relations practitioners discussed "The Employee's Role in PR" at the Omaha workshop, which was held under joint sponsorship of A. G. A. and Mid-West Gas Association. Walter C. Prill, educational services manager, Southern Counties Gas Company of California, urged the development of public speaking programs to help train company personnel to meet the public effectively. Employees can play a vital role in presenting information on gas company growth, needs and problems, he declared. Curtis Morris, manager, A. G. A. Washington office, presented an objective report on "Recent National Legislative Developments Affecting the Gas Industry."

James J. Diesing, Kansas-Nebraska Natural Gas Co., Inc., was chairman of the Omaha meeting. The audience elected John M. Hollingsworth, Iowa-Illinois Gas & Electric Co. chairman of a second PR workshop to be held in the Mid-West area this fall.

(Continued on page 55)



Gas company public relations specialists discuss "The Role of the Employee in PR" during Midwest regional workshop in Omaha, Neb., May 3. The meeting kicked off a long-range series of PR workshops being sponsored by A. G. A. in cooperation with seven local associations. At head table are (l. to r.): J. F. Purcell, Northern Indiana Public Service; Freeman Godfrey, Northwestern Bell Telephone; and James J. Diesing, Kansas-Nebraska Natural Gas, and Midwest workshop chairman



# Industrial relations round-table

Prepared by

A. G. A. Personnel Committee

Edited by W. T. Simmons

Assistant to the Personnel Manager  
Philadelphia Electric Company

● **Court action against SUB plans**—Trouble ahead for Supplemental Unemployment Benefits plans is predicted by Stanley Rector of Unemployment Benefit Advisors, Inc. Non-SUB taxpaying companies will go to court on the theory that Paul is being robbed to pay Peter. He also says that payments withdrawn from state unemployment insurance funds for SUB workers upset the actuarial balance to the detriment of non-SUB taxpayers.

● **New comprehensive medical plan installed at Equitable Gas Co.**—Recently, an excellent comprehensive medical expense plan was installed at the Equitable Gas Company in Pittsburgh. The response by 98.6 per cent of the employees enrolling in the plan indicates the very thorough preparation, planning, and training which preceded this interesting presentation. After the employees had indicated their overwhelming interest in this comprehensive plan to which they contribute, company representatives were sent to all of the hospitals to which their employees might go for treatment. This brought direct information to the hospital concerning the plan and showed an interest in their administrative problems. Those interested in knowing more of the details of this plan, or how it was presented to the employees, should communicate with W. F. Weinheimer, manager, personnel administration, Equitable Gas Co., Pittsburgh.

● **Whither union dues?**—The National Industrial Conference Board studied 194 unions and their constitutions and found that these unions, representing 98 per cent of total national and international union membership in the United States and 75 per cent of unionized labor in Canada collect a minimum of \$457 million a year in dues. About \$228 million of this sum is turned over to the international or national headquarters of the various unions in per capita taxes. The remainder stays with the local unions. This 118-page study called *Handbook of Union Government Structures and Procedures* also covers such items as dues, strike authorization, contract approval, union admittance, and disciplinary procedures.

● **Too hot? Open the window**—Is your plant or office hot and stuffy when you come to work in the morning? The B. F. Goodrich Company opens windows in its Akron buildings at 6 a.m. on summer mornings. Lets in the cool morning air. Dust and dirt sources outside the plant are flushed down with water each night to keep dust

from blowing in. The idea is obvious. But it works.

● **Court decisions—Union shop and unemployment compensation**—An employee discharged for failure to join a union as required by a union shop contract is "voluntarily" unemployed and therefore not entitled to state unemployment compensation benefits, according to a recent ruling of the Appellate Division of the New York Supreme Court, Third Department.

In this case, *Angelo Malaspina vs. Industrial Commissioner*, a claim for state unemployment benefits was filed by an employee who had been discharged for failure to join and pay initiation fees and dues to the International Association of Machinists after 60 days' employment as required by a union shop contract between that union and his employer. The question arose whether he was entitled to benefits under the state unemployment law which denies benefits to any person who "leaves his employment voluntarily" and "without good cause."

The court noted that in theory "a failure to pay dues is a matter of concern only between the worker and the union" and a resulting discharge through a union shop arrangement between the union and the employer is not a voluntary departure by the employee. It also noted, however, that as a practical matter under union shop conditions "a man who chooses not to have union membership necessarily chooses not to have work."

The court likened this to a failure to buy clothing or pay bus fares necessary for going to work. It added that "one must force the clear sequential effects of one's choice" and thus must be held to have voluntarily quit where termination is a necessary result of his choice. Accordingly, the court held the claimant was voluntarily unemployed.

**Time off for voting**—The law has been held unconstitutional by the Illinois Supreme Court "insofar as it requires an employer to pay salary or wages for the released time for voting." The validity of the further requirement that an employer give employees two hours off for voting was not in issue in this case. (*Heimgaertner vs. Benjamin Electric Manufacturing Co.*, Illinois Supreme Court, Docket No. 33400, decided May 20, 1955).

**The employer wouldn't concede**—Bargaining sessions often go along smoothly until the parties come to the "one" demand that the employer is dead set against. A recent Fifth Court of Appeals ruling says that when this happens, the employer does not have to concede to avoid refusal to bargain findings (*NLRB vs. San Angelo Standard, Inc.*). The court warns unions that bargaining does not mean that unions must always get their way.

During most of their six bargaining sessions, an employer and a union agreed upon most of the issues for a new contract. How-

ever, in the middle of the sixth session, the issue of employee benefit plans became the straw that broke the back of the bargaining. The union proposed that the employer's current retirement, insurance, education fund, medical and hospitalization plans be written into the contract.

Trouble arose because some, if not all, of these plans contained clauses giving the employer the right to cancel them. The union wanted the employer to surrender this right for the duration of the contract, but he refused. The union stated its willingness to drop one of its other demands if the employer gave up the cancellation right, but again he stated that although he was willing to put the plans into the contract, he would not give up his right to cancel when he felt it was necessary. In discussing a future bargaining meeting, the union stated that unless the company was willing to change its position, it could see no reason for any such meeting as the union had already given in on everything.

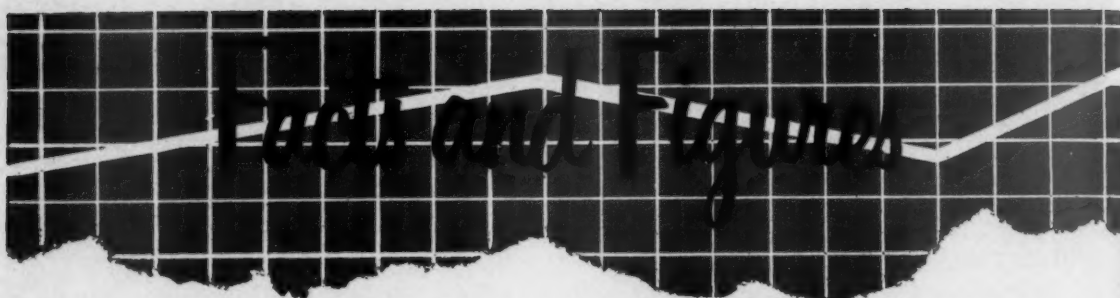
The board ruled as follows: When the union brought refusal to bargain charges against the employer, the board ruled that the employer's entire course of conduct was unlawfully designed to avoid arriving at an agreement, and thus demonstrate to the employees that the union was ineffective. In support of this, the NLRB cited these two factors: (1) The employer's adamant refusal to establish fixed terms and conditions of employment for the duration of any contract agreed upon through negotiations; (2) The employer's commission of unfair practices while negotiations were going on.

The court completely disagreeing with the board's position, noted that the act specifically provides that the obligation to bargain collectively "does not compel either party to agree to a proposal or require the making of a concession." Here, the parties had bargained through six sessions, and came to agreement point by point on nearly every clause of a contract. However, when they reached the issue of benefit plans (which gave the 15 men in the bargaining unit exactly the same security as the 235 other employees), the union felt that it had been out-bargained and, therefore, decided to abandon the bargaining.

**Supreme Court affirms employer bans on parking lot organizing**—The Supreme Court upsets a long-standing position of the National Labor Relations Board by ruling conditionally that an employer is permitted under the Taft Act to bar distribution of organizational literature by outside union representatives at company parking lots even though these may be situated outside town limits.

The ruling, made in three "parking lot" cases, is conditioned on the facts that (1) there are other available means by which union organizers may contact employees by exerting "reasonable" efforts, and (2) the em-

(Continued on page 55)



Prepared by A. G. A. Bureau of Statistics

Shipments of 231,000 automatic gas water heaters during April were down 5.8 per cent from the 245,200 units shipped in the same month a year ago. During the first quarter of 1956 there were 741,900 automatic water heaters shipped, representing a gain of 5.6 per cent over the comparable quarter of 1955.

Gas range shipments of 156,400 units in April were off 14.6 per cent from the 183,200 units shipped in April of last year. There were 513,400 gas ranges shipped during the first three months of this year; this was 8.0 per cent fewer than the number shipped in the first three months of 1955.

The lowered shipments of gas appliances are attributable to a great extent to the decline experienced in the past seven months in new housing starts. Housing starts during March totaled 96,000 units down 15.6 per cent from a year ago when 113,800 units were begun. The Department of Labor in its latest report indicated that 106,000 units were started in April. This is 10.4 per cent over March, but 19.7 per cent below the 132,000 starts in April of last year. The March-to-April increase was just about what was expected in the normal seasonal trends. On a seasonally adjusted basis home building starts during 1956 should be slightly over 1.1 million units.

Gas-fired central heating equipment shipped during April totaled 74,600 units, up 3.0 per cent over the 72,400 units shipped during April 1955. During this same period oil-fired burner installations were estimated at 42,330 representing a decline of 17.3 per cent under shipments made in the same month a year ago.

There were 29,500 automatic gas dryers shipped during March, down 8.1 per cent from the 32,100 units shipped in the same month a year ago. March electric dryer shipments of 83,600 units were

(Continued on page 50)

**SALES OF GAS AND ELECTRIC  
RESIDENTIAL APPLIANCES DURING APRIL, 1956**  
(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	April, 1956		March, 1956		Quarter Ending March 31, 1956	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
<b>RANGES (Excludes Built-ins)</b>						
Gas	156,400	-14.6	181,500	-16.8	513,400	-8.0
Electric	n.a.	n.a.	134,300	-9.7	400,200	-11.1
<b>WATER HEATERS</b>						
Gas	231,000	-5.8	260,800	-0.9	741,900	+5.6
Electric	n.a.	n.a.	76,500	-9.9	221,600	-0.5
<b>GAS HEATING</b>						
Furnaces	58,700	+1.2	60,400	+12.5	168,200	+10.6
Boilers	7,200	+46.9	6,700	+34.0	17,000	+37.1
Conversion Burners	8,700	-8.4	8,000	+8.1	22,700	+19.5
<b>DRYERS</b>						
Gas	n.a.	n.a.	29,500	-8.1	114,500	+37.1
Electric	n.a.	n.a.	83,600	+2.6	313,300	+23.1

n.a. Not Available.

**GAS SALES TO ULTIMATE CONSUMERS  
BY UTILITIES AND PIPELINES DURING MARCH**  
(MILLIONS OF THERMS)

	1956	1955	Per Cent Change
<b>Month of March</b>			
All types of Gas	7,811.7	7,033.2	+11.1
Natural Gas	7,395.8	6,647.8	+11.3
Other Gases	415.9	385.4	+7.9
<b>Twelve Months Ending March 31</b>			
All types of Gas	69,229.6	64,017.8	+8.1
Natural Gas	65,661.7	60,622.8	+8.3
Other Gases	3,567.9	3,395.0	+5.1
<b>Index of Monthly Utility Gas Sales (1947-49 = 100)</b>	236.0	212.5	+11.1

**PERTINENT BUSINESS INDICATORS, MARCH**  
(WITH PER CENT CHANGES FROM CORRESPONDING PERIOD OF THE PRIOR YEAR)

	March			February		
	1956	1955	Per Cent Change	1956	1955	Per Cent Change
Industrial activity (1947-49 = 100)	142p	135	+5.2	143	133	+7.5
Consumer prices (1947-49 = 100)	114.7	114.3	+0.3	114.6	114.3	+0.3
Housing starts, Non-farm (thousands)	96.0	113.8	-15.6	78.0	89.9	-13.2
New private construction expenditures (\$ million)	2,194	2,193	0.0	2,021	2,002	+0.9
Construction costs (1947-49 = 100)	150.8	142.9	+5.5	150.2	142.5	+5.4

p. Preliminary.

*An outline of the present status of accounting practice in deducting vacation costs for income tax purposes*

# Are vacation costs deductible?

R. E. EBERLE, CHAIRMAN • W. D. SWEETMAN, VICE-CHAIRMAN



By J. R. WEGER

*Baltimore Gas and Electric Company*

The deduction of vacation costs for income tax purposes can still be in an unsettled state for many utilities.

This article is intended to give a general outline of the present status; it is not a technical study of all facets of the problem.

It has been a long time since a tax man would make a simple statement that your vacation costs are deductible under the general expense provisions of Sec. 23 (a) of the 1939 Internal Revenue Code—Sec. 162 of the '54 Code.

While these provisions are still basic, consideration must also be given to other material, some of which will be reviewed here.

In 1947, the Chief Counsel of the

Bureau of Internal Revenue signed GCM 26251. This opinion covered the accrual and deduction of vacation pay under an agreement of May 29, 1946, entered into by the Secretary of the Interior with a union to cover, during the period of government possession, the terms and conditions of employment with respect to certain coal mines. This agreement provided for vacation payments of \$100 to all employees with a record of one year's standing (June 1, 1945 to May 31, 1946), with pro rata payments for full months of employment in the case of employees beginning employment, or terminating employment, during the qualifying period. A similar agreement entered into on April 11, 1945, provided for vacation payments of \$75. This was an accrual basis calendar year taxpayer.

The opinion held that no part of the vacation pay under the May 29, 1946 \$100 agreement was accruable and deductible as of December 31, 1945. It also held that the accrual and deduction of vacation pay could properly be made for amounts determinable at December 31, 1945 under the \$75 contract then in effect.

The opinion also recited another case in which the taxpayer was allowed to accrue and deduct as of December 31, 1943, amounts representing a reasonable estimate of vacation payments to be made in 1944. In that case, under an agreement in effect prior to December 31, 1943, qualified employees were entitled to receive pay during vacations taken within one year after the close of the

qualifying period, and if no vacations were taken within one year, to receive vacation pay in a lump sum.

In either event, the vacation pay was computable at the rate of pay in effect when such vacation was paid. The conclusion reached was based on the rule that an item may be properly accrued although the amount is not definitely fixed.

By a special ruling dated May 21, 1948, the Commissioner of Internal Revenue determined the year of accrual and deduction of payments by railroad companies for vacation allowances paid to employees for 1941-1947 pursuant to union vacation agreements. Without reviewing all the details of this ruling, mention should be made that beginning in 1947 they were permitted to accrue as a deduction the estimated amount for vacations earned in 1947 and to be taken in 1948.

Similar treatment was accorded for the years 1941-1946 with regard to non-operating employees and for 1944-1946 for operating employees. In addition, the vacations paid operating employees in 1944 were also allowed as a deduction in that year.

IT 3956, issued in 1949, also referred to the deduction of vacation pay under agreements between railroads and labor unions, affirmed the position taken in the special ruling of May 21, 1948, and ended with the following paragraph:

"The principles set forth herein are not confined to cases involving railroad corporations, but are applicable to all taxpayers employing the accrual method

*(Continued on page 52)*

## Gas show a TV hit at annual NRA exhibit



A 14-foot gas flame centered in the banner spanning Chicago's Navy Pier denoted the entrance to the Combined Commercial Gas Exhibit at the National Restaurant Exposition



On the morning of May 10, gas received a full half hour of time on a closed television circuit watched by the several thousand delegates to the annual restaurant convention

Once again gas equipment scored a distinct hit at the 37th National Restaurant Show held during the week of May 7, Navy Pier, Chicago. For the past several years, ever since this show returned to the Navy Pier, A. G. A. has literally "stopped the show" by spanning the pier with its Combined Commercial Gas Exhibit which this year occupied some 4,000 square feet.

Sixteen cooperating exhibitors were so located in the gas area that it was impossible for anyone visiting the show to ignore the many pieces of gas equipment on display for restaurants and other volume feeding establishments.

When it is realized that 90 per cent of these places use gas fuel, it is only natural that gas equipment should arouse the interest of every visitor. Besides the latest models of cooking appliances on display, several new deep fat fryers were shown together with open hearth broilers. The latter make use of ceramic pieces heated to a glow by gas burners thus simulating the effects of burning charcoal.

Each year during the Restaurant Show, the National Restaurant Association has a large program which is presented from the stage of Navy Pier Auditorium. Gas cooking equipment was on the stage throughout the entire week of the show.

With the cooperation of Col. Paul P. Logan, NRA director of research, A. G. A. worked up a half-hour demonstration of current research and developments in gas appliances. For this purpose, equipment was installed and put in operation. A script was written and cast selected for the presentation.

In order for the entire audience of several thousand to see each operation, a closed TV circuit was set up with TV viewing screens set along the sides of the auditorium. The cameras enabled every visitor to have a close-up view of what was going on at all times.

In his opening remarks introducing "The Gas Show," Col. Logan said, "It is in the nature of a progress report on past and current research in the field of gas equipment. You will find evidence of this on the stage this morning."

The next speaker, Watson Rulon, operator of Hogate's Sea Food Restaurant in Washington and a NRA director, said, "Our industry now has at work a Joint Equipment Improvement Committee which is concerned with research, design and production of new and better

cooking appliances. I am happy to report that due to our need, due to our insistence, due to the wholehearted response we have received to our appeal for urgency, the gas industry, drawing on its magnificent background of research and practical production application, has responded in a heart-warming manner."

James J. Condon, The People Gas Light & Coke Co., Chicago, took the podium and introduced the series of demonstrations. John Ruffley, assistant director of research, NRA, demonstrated the speed of heat recovery of the new deep fat fryers. A large facsimile thermometer recorded the temperature drop when a load of cold potatoes was put in the fryer. The entire audience watched as Col. Logan set his stopwatch and timed the recovery in minutes and seconds.

The next demonstration was by George Leidholdt, Central Indiana Gas Co., Muncie, who attached balloons to pressure kettles and placed the kettles over separate burners of an open top range. One was a standard burner and the other a new super-speed burner. The balloon on the kettle over the super-speed burner inflated and burst many minutes before the other.

E. V. Fineran, Washington Gas Light Co., next described the Martin indirect fired oven by means of a cut-away drawing showing burner arrangement and flow of hot flue products. At the end, two sheet cakes were shown to prove the even distribution of heat which resulted in even color over the entire cake.

Mr. Leidholdt again took the stage to demonstrate an open hearth broiler in which glowing ceramic pieces radiate heat. This heat burns dripping fat from the meat which in turn imparts a simulated charcoal-broiled flavor to all meats cooked in this manner.

Finishing the presentation, Walter Kirk, director of engineering research of A. G. A. Laboratories, Cleveland, said, "We are in step with the utilization of every type of fuel used in this atomic era and I can tell you that, as of now, I know of no fuel—whether for jet, rocket, or for guided missile—that is one bit superior to, or even the equal, of gas for efficient heat energy or application."

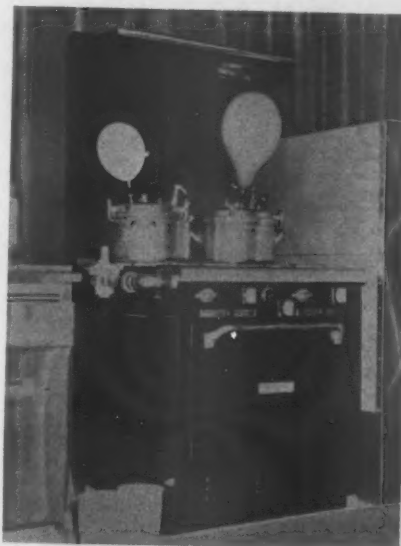
Mr. Kirk went on to describe some of the things being worked at the Laboratories that will be available in the very near future and also some things that are still in the distant future. He described a small glass tube through which a live flame can be shot for 20 feet. This will

have an application in the future, he stated, and urged the manufacturers to go to work on it.

In his closing remarks at the end of the demonstration, Col. Logan said, "The applause of this fine audience will be re-echoed throughout the whole public feeding industry as they learn more about the great work the American Gas Association is doing."

Always a highlight of Restaurant Show Week is the presentation of *Institutions* magazine Food Service Contest awards. Again gas was the dominant fuel among the winners of the various awards. All six winners of First Awards used gas. Gas fuel was in 15 establishments earning Merit Awards, and in 12 establishments receiving Honor Awards.

(Continued on page 54)



Balloons attached to pressure cookers containing equal amount of water demonstrated superiority of the new high-speed burner



George W. Leidholdt, Central Indiana Gas, shows speed at which meat can be "charcoal" broiled on the new open hearth broiler



Conducting demonstration of fast heat recovery during deep fat frying are Paul P. Logan (left) and John J. Ruffley of NRA



Walter Kirk of A. G. A. Laboratories tells audience of exciting developments in appliances on market and in planning stage

# Selling is theme at commercial gas school

One hundred and twenty-one commercial gas men from Alberta, Ontario and Saskatchewan, Canada; the District of Columbia and 27 states attended the intensive five-day course of the 1956 Commercial Gas School held during the week of May 7 at the Edgewater Beach Hotel, Chicago.

This fifth Commercial School was the largest ever held, both in the number of registered students and lectures, and the display of equipment around the lecture hall. This equipment was used by the respective lecturers to illustrate points of their talks.

Practically every phase of commercial gas selling was presented to the classes which convened daily at 8:30 a.m. and lasted throughout the day. Some 30 gas men, manufacturers and others took part in the school as lecturers, demonstrators or presiding officers at the different sessions.

A welcoming address was given by Bernard H. Wittmann, vice-president in charge of sales, The Peoples Gas Light & Coke Company, Chicago. The introduction to the course was given by Lawrence E. Biemiller, chairman, A. G. A. Industrial and Commercial Gas Section, sponsor of the school. Mr. Biemiller stressed the importance of the commercial gas representative, who is responsible for the customer securing the best type of equipment, satisfactory installation and servicing in food service establishments.

The gas company, he continued, has a common interest with the equipment manufacturer to satisfy and convince the

customer of the superiority of gas and gas service.

Lectures on commercial gas sales and on specific equipment were delivered by the faculty composed of men from utilities and equipment manufacturers. Many slides, charts and blackboard sketches were used to augment the discussions.

Concluding the opening ceremonies was an inspirational sales talk by Fred A. Kaiser, vice-president and sales manager, Michigan Consolidated Gas Co., Detroit. His subject title was "Tie Scores Don't Win," and he used the occasion to stress that one must beat competition to win.

The afternoon of the first day was devoted entirely to deep fat fryers. Forrest G. Hammaker, Jr., of the A. G. A. Laboratories, spoke first on development. He was followed by L. Frank Moore of Frymaster, Tom Dorgan of Anetsberger, James L. Van der Vort of Magic Chef and M. H. Douglas of J. C. Pitman. All the speakers pointed out sales advantages of gas fryers.

A frying demonstration by Dick Keating closed this session. With the able assistance of two volunteer students he ran a frying speed test against a competitive fryer. Gas won by a small margin and Mr. Keating used this to point out how tough competition is and that gas men really have to go out and sell today.

A new feature introduced to the school this year was a definite place on the program for a question-and-answer panel. All the lecturers were "kept after school" to sit on this panel. In each case,

(Continued on page 50)



Students at Commercial Gas School examine open hearth broiler with ceramic pieces heated to incandescence to simulate charcoal broiling.

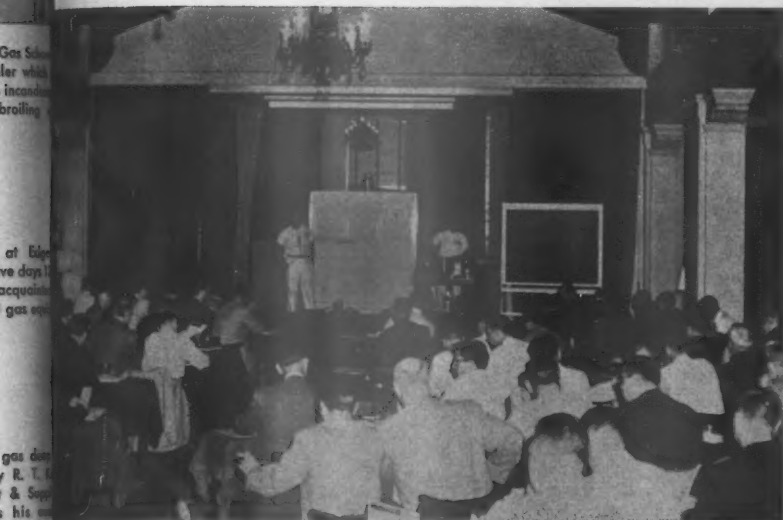
View of "classroom" at Edgewater Beach Hotel where for five days rolled students became acquainted with the latest in commercial gas equipment.

Competitive merits of gas deep fat fryers were demonstrated by R. T. Keating (r.), Frymaster, and James Wyrzycki (l.), Frymaster.





Panel on ovens, baking and frying consisted of (left to right) T. E. Hampel, Paul C. Grimes, W. Agnew, J. I. Marshall, Charles Waycoff and Robert Wert



B. H. Wittmann (2nd from l.) congratulates Section Chairman Biemiller on school. Flanking are Fred A. Koiser and L. Dubberke, sales training chairman

Instructors answer written questions at session's close. Shown are (left to right) R. Mantz, J. A. Belanger, E. W. Haedike, E. A. Jahn and L. J. Fretwell



*1500 operating men gather for week-long  
combined Distribution, Transmission conferences in Chicago*

## Hear of advances on many fronts



Delegates to Distribution conference were welcomed by James F. Oates Jr., (right). Greeting Mr. Oates are F. H. Bunnell, (l.) Distribution Committee chairman, and V. F. Bittner, Operating Section vice-chairman



Speakers at Wednesday general session included (l. to r.) W. J. Kretschmer, Columbia Gas; H. W. Scott, A. G. A. Laboratories; S. C. Brophy, Peoples Gas Light & Coke; and H. M. Kopp, Connecticut Light and Power, Hartford

High tribute was paid to the operating men who keep gas flowing through the industry's mains, at the opening session of the A. G. A. Distribution, Motor Vehicles and Corrosion Conference held in Chicago May 7-10 at the Congress Hotel.

More than 1,500 registrants turned out for the solid week of meetings, which included the A. G. A. Transmission Conference held Thursday and Friday at the nearby Conrad Hilton Hotel. The Distribution Conference alone consisted of three general sessions and 16 other sessions devoted to specialized topics.

In welcoming the delegates to Chicago, James F. Oates Jr., chairman of The Peoples Gas Light and Coke Co.,

recalled that upon joining his company in 1946 he had been briefed on many company activities. Only after visiting the sales, accounting and similar departments of the large utility did Mr. Oates finally meet with the operating people.

After a thorough explanation of operating responsibility in providing a constant and safe supply of gas to Peoples' customers, Mr. Oates said he exclaimed, "Why, all the rest of the departments are merely staff for operating!"

Mr. Oates reviewed how Peoples has converted from manufactured gas to natural gas in three steps. In 1931, the utility converted from 535 Btu to 800 Btu gas; this was stepped up to 900 Btu in 1931 and by July 1, 1936 the system will be on straight natural gas.

C. S. Stackpole, A. G. A. managing director, also hailed the role of operating men in the tremendous expansion of the gas industry. He recalled the "world of tomorrow" predicted less than two decades ago and pointed out that many of these predictions are already realities.

"We are living in 'tomorrow' today," Mr. Stackpole said.

Through conferences such as these, Mr. Stackpole said, the gas industry can review its progress and make certain that it is prepared for the further progress necessary for the industry's well-being.

Presiding at the opening session was F. H. Bunnell, Distribution Committee chairman. He gave the floor to V. F. Bittner, Operating Section vice-chair-



Participating at Metering luncheon session were (seated, l. to r.) James Webb, chairman, Jack Krim, A. W. Rauth, Andrew Lovretn Jr. (standing, l. to r.) Hilding Beck, Elmer Becker, C. J. Sovey and P. V. Resko



Speakers at first of two Customer Service luncheon meetings were (l. to r.) W. H. Weber, chairman; John MacLarty, Rochester Gas & Electric; G. J. Sandusky, Southern California Gas; Ralbern Murray, American Gas Association



At speakers' table during Wednesday Construction and Maintenance Subcommittee meeting are (l. to r.) John J. Gagen, Ed Myers, Vice-chairman E. G. Watkins, Jack Caldwell Jr., John F. Fugazzi, and E. G. Campbell



Distribution Design and Development Monday session had as speakers (l. to r.) H. B. Woodward, B. E. Hunt, J. P. Clennon, Paul Manor, M. S. David, J. F. Scholdt, D. W. True, chairman. This was one of two sessions



Five joint A. G. A.-EEI sessions on automotive and mobile equipment were held. Panelists above, S. M. Foeller (far left) presiding, are H. E. Greenlee, L. K. Kimmel, H. J. Chambers, F. Baumgardner and C. S. Funk



Appearing at first of three Corrosion Committee sessions were (l. to r.) N. P. Peifer, chairman; and the following speakers on corrosion prevention: A. J. Liebman, S. J. Bellasai, J. B. DiRienzo and J. J. Meany Jr.



D. M. Baker (center) exhibits examples of customer service order forms before Customer Service Luncheon meeting. Shown (l. to r.) are W. H. Pendleton, W. Weir Gilliss Jr., L. G. Ranta and D. L. Drake, panel moderator



V. F. Bittner (center) presents Service Awards to H. M. Blain, New Orleans Public Service; and John MacLarty, Rochester Gas & Electric. Other recipients were C. W. Beggs, Public Service (N. J.); S. M. Foeller, Michigan Consolidated

man, for a report on the Section's activities during the past year.

Mr. Bittner concluded with the presentation of a new honor—the Service Award—to four past chairmen of Operating Section committees. Plaques were received by H. M. Blain, New Orleans Public Service Co., Distribution Committee past chairman; C. W. Beggs, Public Service Electric and Gas Co., Corrosion Committee past chairman; S. M. Foeller, Michigan Consolidated Gas Co., Automotive and Mobile Equipment Committee past chairman; and John MacLarty, Rochester Gas and Electric Co., Customer Service Committee past chairman.

The importance of good relations between the utility and its city and county officials was the topic of C. C. Westmoreland, Southern California Gas Company. He used actual case studies from the experiences of his own company, particularly as these activities af-

fected the day-to-day work of its operating men.

Mr. Westmoreland recounted how his company worked with public health inspectors in enforcing and interpreting a new state law affecting the use of unvented heating equipment. The results obtained from a program of education and cooperation were so encouraging, he said, that a similar effort was conducted with fire departments.

One outcome of this latter program was the production of a film used to train fire department personnel, made by the Los Angeles Fire Department with the cooperation of Southern California Gas Company. The film was shown at the conference.

The first general session closed with the final report of a task group on insulating joint materials. The report was presented by H. L. Hamilton, A. V. Smith Engineering Co., Narberth, Pennsylvania.

The Tuesday general session, with W. H. Weber, chairman of the Customer Service Committee, in the chair, opened with another final report from a task group. B. E. Hunt presented a paper which reviewed present practices in the design and construction of gas services. Basis for the work, which had been undertaken in 1953, was largely from questionnaires sent to gas companies.

The experiences of a pioneer company in gas air conditioning were recounted by G. J. Sandusky, Southern California Gas Company. This company sold and installed its first air conditioning unit

in 1939 and in the intervening 17 years has installed, serviced, and maintained 800 units. These range from home cooling units to large commercial installations, Mr. Sandusky said.

Mr. Sandusky's paper went into a detailed explanation of just what kinds of service and maintenance are offered by his company, what problems the serviceman is apt to encounter, and how these problems may be best overcome. Numerous exhibits included in the paper provide a wealth of material for a company seeking to establish or overhaul an air conditioning department.

A talk on safe operation of vehicles by utility companies was the subject of J. Stannard Baker, Traffic Institute, Evanston, Illinois. The session was concluded with an inspirational speech by Dr. William Alexander, pastor of the First Christian Church, Oklahoma City.

The third general session, held Wednesday morning with N. P. Peifer, Corrosion Committee chairman, presiding, opened with a paper entitled *Responsibilities of a Gas Meterman*. The author, Stephen C. Brophy, The Peoples Gas Light and Coke Co., succeeded in compressing within a brief paper a veritable handbook of a meterman's tasks. These range from the acquisition and testing of new meters to working with manufacturers and other utilities to perfect measuring instruments even better than now available.

Corrosion control aspects of the new pressure piping code (Sec. 8, ASA  
(Continued on page 51)

● Many of the papers presented at the A. G. A. Distribution, Motor Vehicles and Corrosion Conference and the A. G. A. Gas Supply, Transmission and Storage Conference are available in printed form. Members of the Operating Section will be notified in the Section's next newsletter which papers are available and how to order copies. Others interested in the list should write to Operating Section, A. G. A. Headquarters, 420 Lexington Ave., New York 17, N. Y.

*Increased underground storage, technological gains reported at annual Transmission Conference*

## Interest high in telemetering



Key men at Transmission Conference were (l. to r.) J. H. Collins, Section chairman, Grove Lawrence, vice-chairman; D. B. Sprow, Transmission Committee chairman; and H. L. Freuchtenicht Jr., who delivered report on underground storage



John B. Corrin Jr., presiding at Friday general session, greets speakers N. Henry Gellert, Seattle; C. F. Van Thullenar, U. S. Weather Bureau, Kansas City; and R. F. Bukacek, Institute of Gas Technology

Keen interest in the manifold problems of gas supply and transmission was displayed by the pipeline and utility men attending the annual A. G. A. Gas Supply, Transmission and Storage Conference held in Chicago, May 10-11. The meeting at the Conrad Hilton Hotel was a sequel to the Distribution Conference held at Congress Hotel during the same week.

The growth of underground storage as a means of meeting peak demands was brought to the fore in the fifth annual report compiled by the Subcommittee on Underground Storage Statistics. H. L. Freuchtenicht Jr., Michigan Gas Storage Co., summarized the report at the opening general session on Thursday, May

10. (For details of the report, see A. G. A. MONTHLY, May issue.)

The use of telemetering and remote supervisory control equipment as a tool to achieve better service at lower costs was discussed by R. A. Puryear Jr., Alabama Gas Corporation. Mr. Puryear approached his subject from a management point of view and referred technical questions to discussions at subsequent meetings.

Alabama Gas began installing this type of equipment in 1950 and Mr. Puryear based his remarks on the practical experience of his company. He said that a number of benefits—reduced leakage, better scheduling of manpower and fewer service calls—have accrued to

the company since the installation of central control of distribution system pressure. However, he said it is impossible to relate these benefits statistically to the control system.

He concluded with the statement that his company's management believes that use of this equipment has helped provide more adequate service while holding the line against increased costs.

"We further believe that the use of such equipment represents a significant advance in the technological progress of our industry," he said.

The chairman of the session, Dwight B. Sprow, chairman of the Transmission Committee, turned the floor over to Grove Lawrence, Operating Section vice-

chairman, for a report on the Section's activities during the past year. Mr. Lawrence also presented Service Awards to past committee chairmen.

The recipients were H. A. Rhodes, Transcontinental Gas Pipe Line Corp., communications; S. A. Chadwell, Columbia Gas System Service Corp., gas dispatching; E. E. Stovall, Lone Star Gas Co., gas measurement; W. E. Ferguson, The Ohio Fuel Gas Co., natural gas production; G. W. McKinley, Hope Natural Gas Co., Transmission; and C. W. Studdt, Union Gas System, underground storage.

A thrilling and instructive film and commentary on extinguishing oil and gas well fires was presented by M. M. Kinley of Houston. For more than a quarter of a century Mr. Kinley has been in demand around the world to "shoot" dangerous and expensive fires that have gotten beyond control.

At the Thursday morning session, Mr. Kinley showed a film of his work, explaining his tactics and strategy as the film was being projected. He showed two more films during the afternoon session of the Natural Gas Production Committee meeting.

The use of a photometer for monitoring suspensions in gas pipelines was discussed by Dr. Norman M. Weiderhorn, a staff member of Arthur D. Little, Inc., the Cambridge, Mass., research organization that developed the equipment. He was assisted by Arnold W. Doyle, who demonstrated the equipment.

At the Friday general session the delegates were brought up to date on the progress of Pacific Northwest Pipeline Corporation's new pipeline from the San Juan Basin to Seattle. N. Henry Gellert, former president of Seattle Gas Company and a prime mover in the plan to bring natural gas to the Pacific Northwest, was the guest speaker.

Mr. Gellert told how natural gas is scheduled to arrive in Seattle and Portland this fall and how by the end of 1957 the supply from the San Juan Basin will be augmented by gas from Canada's Peace River fields. Using a map, he pointed out how the new pipeline can tap other Rocky Mountain gas fields and how a projected link with Colorado Interstate Gas Company will, granted FPC approval, make this gas available to the Midwest market.

The effect of weather on the gas industry and the importance of improved study of weather conditions was the

Microwave systems, a report from Washington were subjects at Communications Committee meeting. Shown (left to right) are J. E. Keller, H. E. Pinkerton, V. J. Nexon, E. C. Thelemann and D. E. York, chairman



Federal regulation and gas production were subjects at Natural Gas Production meeting. Shown are (l. to r.) C. K. Eilerts, W. E. Ainsworth, J. M. Hanley, chairman, Justin R. Wolf, Dale H. Wroten



At speakers' table for Gas Measurement session are Frank Partridge, chairman, J. W. Murdock, J. L. Griffin, P. W. Nelson, F. C. Witting and Thomas J. Filban (at rostrum)





Practical telemetering was subject at joint communications-dispatching session. Shown are (l. to r.) C. E. Upson, E. D. Nuttall, E. W. Head, T. G. Humphreys, and W. E. Ruffeth



Subcommittees report at Underground Storage meeting. Left to right are H. L. Fruechtenicht, W. H. Gruenberg, J. B. Corrin, R. W. Hofess, S. E. Runser, and N. P. Chesnutt



ASA B31.1-B Code was topic at meeting of Pipelines and Compressor Stations groups. Panelists were (l. to r.) W. H. Davidson, O. W. Clark, H. F. Steen, J. Y. Briggs, B. C. White, C. D. Alstadt

subject of C. F. Van Thullenar, chief meteorologist, Midwest area, U. S. Weather Bureau.

As the result of PAR-sponsored research at the Institute of Gas Technology a set of recommended procedures for testing pipeline efficiency is now available. This work, which has been in progress since 1952, was described in detail in a paper presented by R. F. Bukacek of IGT.

Another important research project, conducted by the U. S. Bureau of Mines at Bartlesville, Okla., was reported on by Alton B. Cook. Under study was the conversion of semi-depleted oil reservoirs to gas storage operations.

The Friday general session, presided over by John B. Corrin Jr., chairman of the Underground Storage Committee, concluded with a panel discussion on gas measurement in relation to management and revenue. Participants included W. H. Carson, The University of Oklahoma; Ben L. Maulsby, Atlanta Gas Light Co.; and Don C. Benson, Texas Gas Transmission Company. L. T. Potter, Lone Star Gas Co., served as moderator.

Thursday and Friday afternoon were given over to luncheon sessions conducted by the various committees and subcommittees. The Communications and Gas Dispatching Committees joined forces to present a complete afternoon discussion on telemetering and supervisory control equipment.

How to plan and apply this type of equipment on a system-wide basis was described by T. G. Humphreys, Alabama Gas Corporation. Basic equipment was discussed by W. E. Ruffeth, The Bristol Co., Waterbury, Conn., while problems of system engineering were reviewed by E. Wylie Head, Control Corp., Minneapolis. Designing safety and reliability into remote facilities was the subject of a paper presented by Edwin D. Nuttall, United Gas Corporation.

The Natural Gas Production Committee, J. M. Hanley, chairman, heard a review of the status of federal regulation and the independent producer from Justin R. Wolf, a Washington, D. C. attorney. Variations in the administration of gas proration were discussed by W. E. Ainsworth, Northern Natural Gas Company. Dean H. Wroten, Union Producing Co., Shreveport, spoke on experiences in producing large-volume high-pressure gas wells.

C. Kenneth Eilerts, U. S. Bureau of Mines, spoke on cooperative research be-



Gas measurement panel (l. to r.): L. T. Potter, Lone Star Gas; W. H. Carson, Oklahoma University; Ben L. Maulsby, Atlanta Gas Light; Don C. Benson, Texas Gas Transmission



Speakers at opening general session included (l. to r.) Dr. N. M. Weiderhorn, Arthur Little Inc.; M. M. Kiley, gas well firefighter; and R. A. Puryear Jr., Alabama Gas



Past committee chairmen receiving Service Awards were (l. to r.) G. W. McKinley, S. A. Chadwell, W. E. Ferguson, H. A. Rhodes, E. E. Stovall, and C. W. Studt

tween the A. G. A. and the Bureau of Mines on phase relationships of gas condensate fluids.

Factors affecting gas measurement were discussed by a panel at the session conducted by Frank M. Partridge, chairman of the Gas Measurement Committee. Included were the effects of internal roughness on orifice meter runs, supercompressibility, and pulsation.

Participants were T. J. Filban, Daniel Orifice Fitting Co.; J. W. Murdock, U. S. Naval Boiler and Turbine Laboratory; P. W. Nelson, Northern Natural Gas Co.; and F. C. Witting, The Peoples Gas Light and Coke Company. James L. Griffin, Northern Natural Gas Co., acted as moderator.

Another panel discussed experiences under the ASA B31.1.8 code at the luncheon meeting held by the Pipelines and Compressor Station Subcommittees. Panelists were C. D. Alstadt, Columbia Gas System Service Corp.; J. Y. Briggs, Texas Eastern Transmission Corp.; O. W. Clark, Southern Natural Gas Co.; R. D. Smith, Pacific Gas & Electric Co.; and B. C. White, Stone & Webster Engineering Corporation. H. F. Steen, Transmission Committee vice-chairman, was moderator, with S. A. Bradfield, Compressor Stations Subcommittee chairman, presiding.

Mr. Bradfield also presided at the Friday afternoon meeting of his group, which heard three speakers discuss supercharging of various types of gas engine compressors. The speakers were F. E. Culvern, Panhandle Eastern Pipe Line Co.; William Warner, Natural Gas Pipeline Company of America; and E. Walsh, El Paso Natural Gas Company.

A demonstration of the Sperry reflectoscope was given by T. S. Cosgrove, Sperry Products Corp., Brookfield, Illinois.

Operating techniques for pipelines were discussed at the Friday meeting of the Pipelines Subcommittee, with H. D. Carmouche, chairman, presiding. Pigging, both off-stream and on-stream, was discussed by D. C. Palm, Natural Gas Pipeline Company of America; and Paul L. Huguen, Texas Eastern Transmission Corporation. Operations of off-shore pipelines were discussed by Mr. Clark, while his company's experiences with 36-inch pipelines were reviewed by Walter H. Davidson, Transcontinental Gas Pipe Line Corporation.

Prospects confronting the industry in its efforts to maintain its own microwave

communications systems were discussed by Joseph E. Keller, who represents the Communications Committee, and other utility groups in Washington. Microwave systems engineering was the topic of Victor J. Nexon, Microwave Services, Inc., New York.

A paper on automatic data handling and control in gas transmission systems was presented by H. E. Pinkerton, Airborne Instruments Laboratory, Mineola, New York.

Ernest C. Thelemann, FFC field supervisor, reviewed plans affecting communications in the event of a national emergency.

Current national legislation as it

affects the natural gas industry was reviewed by Curtis Morris, A. G. A. Washington representative, at the Friday afternoon session of the Underground Storage Committee. Reports of subcommittees on deliverability problems, gas storage in aquifers, storage lease forms, and storage inventory were heard. Further discussion on the paper presented by Mr. Cook at the morning general session was held.

Continued discussion of the paper presented by Mr. Van Thullenar on weather and the gas industry opened the afternoon session of the Gas Dispatching Committee, W. F. Crutchley, chairman. Utilization of pipelines and compressing

stations at maximum efficiency was discussed by T. B. Kelley, Texas Eastern Transmission Corp.; and Cecil Van Gundy, Panhandle Eastern Pipe Line Company.

Three speakers—W. H. Donnelly, Laclede Gas Co.; A. C. Griffith, Philadelphia Electric Co.; and R. L. Seliff Jr., Public Service Electric and Gas Co.—discussed distribution dispatching, and S. A. Chadwell, Columbia Gas System Service Corp., reported on the preparation of a gas dispatching manual.

Progress reports by subgroups on dispatchers' wall maps and job training programs were also accepted by the Gas Dispatching Committee.

## Council of International Gas Union holds meeting in Rome

THE COUNCIL of the International Gas Union met in Rome on April 9-10, with Dr. Mario Boselli, IGU president, presiding. Main topic of discussion was the work done by the four international committees of the group. The committee dealing with the harmonization of essential clauses in the speci-

cations for stamping of gas appliances began the examination of the conditions required for the burners using various gases. The Committee for the Development of Gas Utilization was entrusted with a special study pertaining to increasing the efficiency of home service. The Committee on Vocabulary re-

ported that it is carrying on its work normally with Unesco's help, and the Committee on Statistics has achieved the first part of the task it had undertaken. Committees were set up to study new distribution techniques and the interchangeability of gas. The next meeting will be held in Madrid, Oct. 8-9.

## PUAA elects Bridges president, names contest winners

A record attendance of more than 300 persons attended the 35th annual convention of the Public Utilities Advertising Association May 10-11 at the Hotel Warwick, Philadelphia. Under the able leadership of Raymond W. Fenton, The Peoples Gas Light & Coke Co., Chicago, PUAA president, the general sessions featured speakers on advertising, public relations, television, merchandising, business films, motivational research, nuclear power, and the American competitive enterprise system.

Robert H. Bridges, The Cleveland Electric Illuminating Co., was elected president for the new term. Other officers were named as follows: Richard D. Furber, Northern States Power Co., first vice-president; George W. Kindon, Philadelphia Electric Co., second vice-president; and W. W. Widenhofer, Indiana and Michigan Electric Co., third vice-president. Re-elected were George W. Hanel, The Connecticut Light and Power Co., secretary, and Mead Schenck, Interstate Power Co., treasurer.

New directors are: Mr. Fenton, John S. Spaulding, Southern California Gas Co.; Howard A. Praeger, New York State Electric & Gas Corp.; and Robert J. Wimberley, Arkansas Power & Light Company.

A luncheon speaker was Chester S. Stackpole, managing director, American Gas Association, whose topic was "Underscoring PAR." Pointing to the gas industry's tremendous growth over the past 15 years, Mr. Stackpole predicted that coordinated promotional programs and teamwork would carry

the industry to even greater heights in the future.

About 75 delegates from gas companies participated in a lively and informative gas forum during a full day's session on May 9.

Winners of the popular Better Copy Contest received their awards at the final afternoon session. Ninety-nine companies were honored.

Award certificates were presented to winning-company advertising executives in recognition of advertising which survived judging in 21 different classifications. Every phase of advertising conducted by investor-owned operating utilities throughout the United States, Canada and Hawaii was judged in the contest. Some 2,000 entries were received and a total of 186 awards were made.

Leading the winners in number of awards received was the Union Electric Company of Missouri (St. Louis), which received seven. The Cincinnati Gas & Electric Company was second with six awards.

Four companies—British Columbia Electric Co., Ltd. (Vancouver), Laclede Gas Co. (St. Louis), New Orleans Public Service Inc., and The Washington Water Power Co. (Spokane) each received five awards. Six companies—Commonwealth Edison Co. (Chicago); Consolidated Edison Company of New York, Inc.; Duquesne Light Co. (Pittsburgh); The Hawaiian Electric Co., Ltd. (Honolulu); Philadelphia Electric Co.; and Wisconsin Public Service Corp. (Green Bay)—received four awards each.

Three awards were received by The Brooklyn Union Gas Co.; The East Ohio Gas Co.

(Cleveland); The Hartford Electric Light Co.; Pacific Gas and Electric Co. (San Francisco); The Potomac Edison Co. (Hagerstown, Md.); The Shawinigan Water and Power Co. (Montreal); Southern Union Gas Co. (Dallas); Southwestern Public Service Co. (Amarillo) and West Penn Power Co. (Greensburg).



Robert Bridges (r.), Cleveland Electric Illuminating Co., new Public Utilities Advertising Association president, receives gavel from Raymond W. Fenton of Peoples Gas Light, outgoing president, at annual meeting in Philadelphia

*First combined Eastern  
Gas Sales Conference draws big  
crowd to New York*

## 'Show, Tell and Sell' is keynote for appliance sales

**S**how, Tell and Sell was the title of one of the addresses given at the Eastern Gas Sales Conference at the Park Sheraton Hotel, New York, on May 7 and 8, under sponsorship of the Residential Gas Section of the American Gas Association.

This could well have been the theme for the entire conference where more than 200 sales representatives and executives of gas utility and manufacturer companies were told of the need for aggressive selling in the gas industry.

The guests were greeted by L. A. Scofield, vice-president in charge of sales, Consolidated Edison of New York. Although 74 per cent of his company's customers live in apartment houses, Con Edison is opening up a new market for apartment house heating. He described the "Hey Charlie!" movie designed to sell househeating. It has been shown to

more than 20,000 housewives, and club showings have brought attendance to more than 50,000.

A. J. Hartmann, district sales manager, Con Edison, presided at the opening session. He outlined the purposes of the conference and hoped all the delegates would take home some useful ideas on ways to put action into sales programs.

Dean H. Mitchell, president, Northern Indiana Public Service Co., and A. G. A. president, outlined some of the highlights of A. G. A. programs. The first objective of A. G. A., he said, is to do those things that can be done best or done only at the national level. The gas industry is now a \$16 billion industry and well on its way to becoming a \$20 billion industry, he said.

Despite the fact that a decade or two

ago, financial and political seers were predicting the doom of the gas industry, gas was perhaps the only big, basic industry that could have quadrupled its gross in two decades, Mr. Mitchell said.

Last year the industry sold two and one-half times the volume of gas it sold in 1945, had increased customers one and one-half times in ten years and had more than tripled its gross revenues in the past decade. We are adding new customers at the rate of 800,000 a year, and more than 1,200,000 new househeating customers will be added each year for the next few years, Mr. Mitchell said.

There are now more than 90 million gas appliances in American homes. It would cost \$16 billion to reproduce these appliances today. This is an indication of the vast investment the American homemaker has in the industry's future.



L. A. Scofield (l.), Con Edison, and A. G. A. President Dean H. Mitchell, Northern Indiana Public Service Co., are welcomed by A. J. Hartmann (r.), Con Edison, Eastern Gas Sales Conference chairman. Conference was held in N. Y., May 7-8, 1955.



Conference speakers included (l. to r.): James E. Cook, Consolidated Edison of New York; George W. Coulter, Manufacturers Light & Heat; E. Carl Sorby, Gas. D. Sorby, Inc.; Harry B. Price, Norfolk, Va.; and Robert E. Lowe, The Coleman Company, Inc.



Shown between sessions are Henry A. Kievenaar (l.), manager of residential sales at Boston Gas Co., and A. J. Hartmann, district sales manager at Con Edison



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Kenneth F. Muldoon, A. G. A., and D. C. McDermand, Hamilton Manufacturing Co., told of the new look in the laundry. The laundry now is equal in importance to the kitchen in the American home, Mr. Muldoon declared. He told of the steps taken in recent years to move the laundry from the cellar to the first floor.

Laundry design has taken on a new look and markets will be won with people, not with dollars, he said. January sales of gas dryers are up about 80 per cent over a year ago. He urged utilities and dealers to take advantage of the advertising and promotion campaigns of A. G. A. and to make use of the new promotional material available from A. G. A. and manufacturers.

Mr. McDermand said gas utilities were realizing more and more that an

automatic washer, even though electric, was one of the greatest load builders for the gas industry. Washers cry for hot water, he said, thus increasing gas loads for automatic gas water heaters. He stressed the need for information in selling. Get good salesmen, pay them well, and educate them in the stories of the various gas appliances they are to sell. He urged seeking the cooperation of dealers and the use of all types of educational training methods for utility and dealer salesmen.

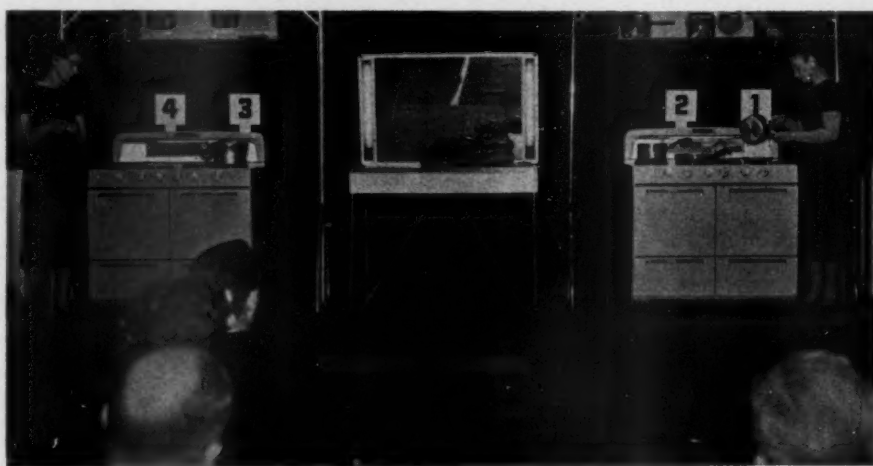
At the afternoon session on Monday, Adolph Toigo, president of Lennen & Newell, Inc., A. G. A.'s new advertising agency, told of some of the creative thinking that went into planning a new campaign for A. G. A. Surveys made by his company and others indicated that competitive appliances, particu-

larly ranges, were being purchased because prospects had been led to believe through advertising that they were cooler, cleaner, easier to clean and more modern than their gas counterparts. This was not true, Mr. Toigo declared, and the new advertising campaigns will tell millions of prospective customers that only gas can give the complete modernity and automaticity in the home that is desired by today's housewives.

Mrs. Eleanor Wiese, supervisor of home economics, Public Service Electric & Gas Co., Newark, N. J., told of the part the home service department plays on the sales team. She described the many functions of home service representatives that bring them in direct contact with today's customers in homes and at demonstrations and club meetings, as

(Continued on page 54)

# Midwest girds for sales competition



Some of the modern miracles in gas cooking were demonstrated to the delegates at the Mid-West Regional Gas Conference. Conference was held at Edgewater Beach Hotel, Chicago, April 23-25



E. Carl Sorby of Geo. D. Roper Corp. stresses important role of salesmen in industry

Person to person contact is the most potent way to meet the onslaught of competition effectively, Howard D. Valentine declared at the 29th Annual Conference of the Mid-West Regional Gas Sales Conference. Mr. Valentine, as chairman of the Mid-West Council, presided at the meeting held at the Edgewater Beach Hotel, Chicago, April 23-25. More than 300 delegates from gas utility and gas appliance manufacturing companies attended the meeting sponsored by the Residential Gas Section of the American Gas Association.

Mr. Valentine told delegates the conference program was keyed to the important domestic gas sales problems of the industry. Effective salesmanship would help to solve most of today's problems, he said.

The gas industry has the finest, most efficient, best-to-look-at appliances in the world, E. Carl Sorby, vice-president, Geo. D. Roper Corp., Rockford, Ill., told delegates. It has the best fuel accessible to operate those appliances. All that was needed is salesmen, who can make the difference between success and failure for the industry. The

day no longer exists when the world will beat a path to the door of the manufacturer of even better mouse traps, Mr. Sorby said. Today the people have to be sold. The salesman, who is the most important contact between business, products and people, must help people buy today, he said.

There is a constant need to redesign even the most modern gas appliances to keep up with modern living trends, Robert L. Brookman, Ruud-Humphrey Sales Company, Chicago, said. Expanding uses in present-day living demand new designs. The 95 million population estimated for 1966 will demand 40 per cent more production than this year's level. The toughest job today is not to reach the top but to remain there.

Redesign creates new and additional demand and desire for products, Mr. Brookman said. Industry must redesign for survival. The domestic hot water load is in danger from the hot water laundry demand. Manufacturers of automatic water heaters must redesign to keep ahead of competition which claims it can take over at any time. Electric competitors are redesign-

ing units to overcome advantages previously held by gas. Gas hot water heater manufacturers also must redesign to increase revenues and income, he said. The industry now is losing revenue to six million electric heaters presently in use, plus an unknown number of coal and oil heaters.

Frank H. Trembly, director of sales, Philadelphia Gas Works, division of UGI, speaking in support of the proposed gas industry national TV program, charted the progress made in different media in advertising of competitive services. Gains made by competitors, especially in television, proved the need for progress in this field by the gas industry. The proposed TV program needs the support of every gas utility in the country. The program calls for \$2 million in subscriptions for the first year or the networks will not talk about time allotments. Nearly three-quarters of a million have been subscribed to date. Television sets in homes have increased astronomically since 1950 and it is unthinkable that the sixth largest industry in the nation should be unrepresented in this medium.

There is a growing ground-swell of



Mr. D. Valentine (l.), 1956 conference chairman, and 1957 conference chairman, Roger Karcher

gas industry interest in this medium. The need is particularly great in the residential section and today represents the peak of that need. The plan includes alternate weekly sponsorship by the gas industry with local company sponsorship for shows on over 100 stations, where local identity can be preserved for utility companies participating in the program.

John H. Wall, executive vice-president, Servel, Inc., said engineering and production were making important progress in air conditioning at Servel. The three-ton unit will play an important part in balancing the summer and winter load of gas utilities, he predicted. If a gas range is installed and a Servel refrigerator is added, the net income from gas is doubled.

Servel's problem today is to improve quality and to reduce cost of its refrigerator. The 1955 model was the best that has ever been put on gas lines, Mr. Wall declared. The new 1957 model is being tested by many utilities, including combination companies. Its performance is equal to or superior to any electric compressor refrigerator in the market. Because of engineering im-

provements, the new gas model has the lowest mortality rate of any appliance on the lines today. The company has no problems that increased sales will not cure. To increase sales, Servel needs the wholehearted support of the utility industry in facing service and installation cost problems. He said built-in refrigerator models were a must and can be expected in the near future.

Consumer surveys recently taken show that heating and cooling industry was not keeping pace with the times, Kent Wilson, sales manager, Minneapolis-Honeywell Regulator Co., Minneapolis, told the conference. The public wants better and cheaper air conditioning. It expects important improvements from the industry. Architects and builders are designing buildings that are functional in terms of local climate. Comfort and convenience will have to be a reality in the 1965 house.

Dealers complained that price cutting in competition, mostly from off-beat operators, was the big problem today. These operators were selling inferior jobs that would hurt the industry later, he said. The day of year-around air conditioning can be hastened by the cooperation of builders, architects and manufacturers. The industry can and will improve products. Manufacturers are making progress in improving size and appearance of units. Since the end of the war the emphasis has been on cost reduction. Heating and cooling should be made more important to home owners through new developments, the speaker said.

The LP-Gas industry is one of the fastest growing industries in the United States, according to John Kelderhouse, North Central district secretary of the LP-Gas Association. From 1923 to 1942 it had increased more than 2,150 times—by 1951 it had grown 18,385 times and at the end of 1952 it was 20,000 times larger than in 1923, he said. By 1960 the industry will have nine million customers using all domestic gas services, he estimated.

He said that the LP-Gas industry now serves principally the fringe areas outside the urban areas. Because of this service, the LP-Gas industry and the city gas utilities should be the closest allies. For when the urban areas expand the gas utilities take over the

fringe areas. But the wider the circle of fringe areas, the greater the potential market for LP-Gas dealers. Coordinated effort is needed on the part of both industries to expose potential customers in the fringe areas to gas men of one type or another, Mr. Kelderhouse said.

Dr. Richard E. Sullivan, University of Wisconsin, told delegates of the impact of automation on our economy. He pointed out the need for education and advance information on possible changes that could be effected on both production and sales through the growing trend. Distributive processes would be especially affected, he said.

Some of the modern miracles made possible through top burner cookery were demonstrated by Mrs. Helen Mandigo, home service director, The Gas Service Co., Kansas City, Missouri. She was assisted by Mrs. Ellen Bridges and Mrs. Myrtle Strahan of The Gas Service Co., with John N. Porter, sales manager of the company, advocating the need of home service aid in gas utility companies. After proving the efficacy of oven controls in modern gas ranges, Mrs. Mandigo and her aides proved that the new top burner controls made cooking on the top of the range the easiest, most modern and most efficient method of preparing meals the American housewife could achieve today.

Obsolescence is the greatest aid to modern home furnishers, Edward C. Gavin, editor of *American Builder Magazine*, told delegates. In order to attract house buyers today, the new homes must be equipped with immediately usable automatic equipment. He discussed some of the examples of modern gas appliances that could be included in today's "home sweet home" even to the point of suggesting that a renaissance of gas lighting might be novel enough to invite some attention.

Mr. Valentine opened the Wednesday program with a presentation of Roger J. Karcher, sales manager, Michigan Consolidated Gas Co., Detroit, who will serve as 1957 chairman of the Mid-West Regional Gas Sales Council. It was announced that the 1957 conference would be held at the Edgewater Beach Hotel, Chicago, during the last week of May.

David C. McDermand, sales promotion manager, Hamilton Manufactur-

(Continued on page 54)

# Industry news

## Press sees array of new ranges for modern homemaker

**N**EW GAS RANGES recently unveiled at press conferences in New York and Los Angeles strike a happy balance between beauty and efficiency.

Sponsored on the West Coast by the Pacific Coast Gas Association and in the East by the Gas Appliance Manufacturers Association, the twin shows dramatized the 1956 range as a "creative companion" for the modern woman seeking freedom from drudgery, success as a cook, and high style in appliances.

At each of the events, guest women writers, representing newspapers, magazines, trade publications, television and radio, were asked to help manufacturers design the gas ranges of the future "by telling the industry what women want most or like the least" about today's ranges.

For too many years, the sponsors said, it has been the men who decided what women wanted in kitchen ranges. "Women know what they want; they're telling the industry through the press, and the industry is taking their orders," the two conferences were told.

As a starting point for the editors' suggestions, various gas range manufacturers alternately assumed the roles of production foreman, designer, research engineers, welder, advertising manager and sales manager to describe the construction and features of today's ranges. Then the press folk were invited to tell what they—and their readers—expect of tomorrow's ranges.

It was decided that the "new women" of the mid-century want to cook and bake without losing an opportunity to be creative and express their individuality in other directions.

It was concluded that the kitchen stove plays a personal role in women's lives, and must be so completely automatic as to take the guesswork and drudgery out of cooking and save the homemaker's time for other pursuits.

The press then was shown an array of new automatic gas range devices that resulted, the sponsors pointed out, from the industry's "having studied the consumer's special needs before—instead of after—going into production."

These included a brand new feature that makes it possible to roast meat or poultry to a precise degree of "doneness"; the thermostatic top burner heat control, first introduced last year in connection with built-in griddles and now adapted to all types of top-of-the-range cookery; broilers that double as rotisseries and barbecue pits; and high-speed top burners that produce faster cooking results than those claimed recently by electric range manufacturers.

With the meat temperature control, all one does is stick a probe into the meat, set the dial mounted on the back of the instrument to "rare," "well-done" or somewhere in between, according to personal taste—and that's it. The oven automatically shuts off at the right moment.

The writers then were shown that the thermostatic top burner heat control turns every pot and pan in the home into an automatically controlled cooking vessel. Once the dial is turned to the proper setting—anywhere from 150 to 400 degrees—the top burner will never vary more than two degrees, no matter how long the gas is turned on.

Variations of the "mini-pilot" were shown on most gas range models. These assure instant ignition from an incredibly small pilot light built into each top burner. Center simmer-type burners also have been adopted by most of the manufacturers.

In line with demand from owners of small kitchens, there is an unmistakable trend toward providing maximum oven space even in relatively small ranges. For example, the audiences at both conferences saw 36-inch ranges equipped with 26-inch ovens, 23-inch ovens in 30-inch ranges, and, in several cases, double ovens in ranges no larger than types that once housed single ovens.

Broilers now are available with ten different settings, operated at the touch of a finger. A three-way model becomes a twin rotisserie or an adjustable high broiler or a deep-pan barbecue broiler, as required.

Attention also has been given to a problem common to all homemakers. Now there are ranges with lift-off oven doors to make it easier to get into the oven for cleaning. One manufacturer has made the glass in the oven door removable so it can be taken to the sink to remove food and grease splatterings.

## New 1957 Servels in 'underwater' showing



Unlike the usual models, these girls got their bathing suits wet during an introduction of Servel's 1957 line of gas refrigerators. They participated in a "spectacular" underwater showing during a recent meeting of the Western Liquid Gas Association at Fresno, Calif. The stunt was arranged by Servel's distributor. The 1957 refrigerators, brought on the market in time for the 1956 summer sales season, are said to embody substantial engineering improvements over 1955 models.

## Train servicemen

**E**QUITABLE GAS CO., Pittsburgh, Pa., has inaugurated its first customer servicemen's training school with a class of 15 men specially selected from its distribution department. Sessions in the full-time four-month program will cover theory and practical work on gas appliances, controls meters, house regulators, and mobile radio operations. General instruction will be given on combustion, controls, control circuits, and specific appliances. Instructors will be top men from the company, and representatives of appliance manufacturers. Upon completion of the program, each man will spend additional time in the field with an experienced customer serviceman.

## List responsibilities

**T**HE April issue of the *Journal* of the American Trade Association Executives featured a provocative seven-page article by Clark Belden entitled "Desirable Qualifications for Association Members." The article listed the major responsibilities members must assume to assure the efficiency of the association, and thus in turn, the success of the industry. Mr. Belden is the managing director of the New England Gas Association and a director of the Public Relations Society of America.

## Utility changes name

**STOCKHOLDERS** voted to change the name of the Portland (Ore.) Gas & Coke Company at the annual meeting on May 21. The proposed new name for the company is Northwest Natural Gas Company. Action to release the proposed new name from pre-emption in the states of Washington and Oregon where the company operates must be taken before the new name can be assumed. The release will probably be obtained within a few months.

## Century of ownership

**THE 100TH YEAR** of a King family tradition—ownership of the *Gas Journal* of London, England, was recently celebrated by a special article in the magazine telling of its history and reprinting interesting extracts from the 1856 *Gas Journal*. The history tells of the progress made by its former owners, W. B. King, Walter King, and W. Rupert King, and the present managing director, Clifford A. King. One interesting extract from the 1856 issue told of a provisional patent which had just been granted—for a portable apparatus for heating water and other fluids by gas.

## Indiana association elects Cullison, Bell



At the 46th annual convention of Indiana Gas Association, held April 20 at French Lick, Ind., C. M. Cullison (r.), president, Central Indiana Gas, was elected president, succeeding A. B. Brown, president, Southern Indiana Gas & Electric. Lyman H. Bell (l.), president, Hoosier Gas, was elected vice-president, and thus placed in line for next year's presidency. V. C. Selzer, controller, Citizens Gas & Coke Utility, was re-elected secretary-treasurer of the association.

## Consolidated Edison reveals plans for gas heating campaign

**CONSOLIDATED Edison Company** of New York told appliance and plumbing trade groups in New York City and Westchester County in April that the goal of its 1956 gas heating campaign is to add \$4,375,000 annual revenue from new residential, commercial and industrial gas space and water heating installations. The 1956 gas heating promotion was announced to New York City appliance manufacturers, distributors and plumber-dealers at campaign kick-off meetings at the company's three new service training centers.

Con Edison's 1956 gas promotion expands

the main features of last year's campaign which resulted in the sale of 10,675 new gas space and water heating installations representing annual revenue of over \$3 million.

This year's campaign is aimed at about 200,000 one- and two-family homes in Con Edison territory still heated by fuels other than gas and also at a new potential residential space and water heating market comprising about 40,000 smaller apartment buildings.

Private home owners will be offered selections to meet their needs from a three-part promotional package. This includes a gas

conversion burner installation, a gas-designed boiler and an automatic gas water heater, each to be installed with a two-year free service contract and to be available on time payment financing.

One of the first moves in the campaign will be personal calls by Con Edison sales representatives on a prime lead group of some 1500 homeowners who heat their homes with coal-burning equipment or oil burners more than ten years old, later to be followed by visits to those using coal-burning equipment from five to ten years old.

## Jefferson Lake contracts to buy Canadian sulphur

**A CONTRACT** for the construction of a sulphur manufacturing plant and the sale of northwestern Canada's large new sulphur production has been signed between Jefferson Lake Sulphur Co., New Orleans, and Pacific Petroleum, Ltd., Calgary, Alberta, it was announced today.

Sulphur will be manufactured from hydro-

gen sulphide extracted from the natural gas of the Peace River area of Alberta and British Columbia. This gas will flow into the Westcoast Transmission Company natural gas pipeline now under construction.

Pacific Petroleum, main gas supplier of Westcoast, is now constructing an \$18 million gas processing plant which will remove the

hydrogen sulphide and liquid hydrocarbons from the gas. Jefferson Lake, together with Pacific, will construct a \$1.8 million plant to process the hydrogen sulphide into elemental sulphur. Initial output will average 300 long tons of sulphur a day. These plants are situated in the Peace River area of northwestern Canada near Fort St. John, British Columbia.

## New Jersey Gas Association holds home service conference

**THE HOME SERVICE** conference of the New Jersey Gas Association was held May 2, at the Military Park Hotel, Newark, New Jersey. Miss Sarah Sicker, chairman of the NJGA Home Service Committee, presided.

A near-capacity audience of representatives of home service departments and allied fields was present to hear about the newest in gas appliances, and the latest techniques in assisting the homemaker.

Dale B. Otto, NJGA president, welcomed the group to the conference. First speaker was Mrs. Jane Cornish, associate editor, Good

Housekeeping Institute, who told of the latest advances in appliances. A "Fashionrama" was then moderated by Miss Lea Paxton, home laundry consultant, Monsanto Chemical Co., who described the many modern synthetic fabrics, and demonstrated how easy it is to wash and dry them by machine. C. S. Stackpole, managing director, A. G. A., speaking on "What Are You Girls Totin' Home?" told of the great strides made by gas utility home service departments, in the past, and of the tremendous job that lies in the future.

The afternoon session convened at the audi-

torium of Public Service Electric & Gas Company. Mrs. Eleanor Wiese, A. G. A. Home Service Committee chairman, opened the session with a talk entitled "Steps to Progress." She described what home service departments in other parts of the country are doing, and stressed the importance of home calls in making sales and keeping customers sold on gas. The vital role of imaginative selling and fast and efficient service to the customer was emphasized by Sol Weil, sales manager, Bengal Range Co., in his talk, "Strawberries, Worms, and Lonesome Women."

## Predict gas appliance sales records at GAMA annual meeting



Discussing GAMA annual meeting agenda are (l. to r.): Harold Massey, managing director; W. F. Rockwell Jr., president; Thomas T. Arden, past president; and Julius Klein, president-elect

WHILE 1955 was a record sales year for many types of gas appliances and equipment, 1956 will be an even better year, Harold Massey, managing director of the Gas Appliance Manufacturers Association told more than 300 delegates attending the 21st annual meeting of GAMA at The Greenbrier, White Sulphur Springs, W. Va., April 19-21.

Mr. Massey told the group that gas-fired furnaces, gas boilers, gas water heaters and gas clothes dryers will establish new sales peaks this year. He also predicted that gas will become the nation's number one central heating fuel, and that, for the first time, the number of homes centrally heated by gas will surpass the number of oil-heated homes.

Gas range sales will be stimulated, Mr. Massey said, by public demand for new features incorporated in 1956 models, particularly such innovations as top burner heat control, oven meat thermometers, and rotisseries. He added that mounting demand for built-ins, especially in new housing, will also help to keep range sales moving in the right direction.

Julius Klein, president of the Caloric Appliance Corp., Philadelphia, was elected president of GAMA during the annual elections.

Mr. Klein, now second vice-president of the association, will take office as president in October, succeeding W. F. Rockwell Jr., president of the Rockwell Manufacturing Co., Pittsburgh.

Other officers were elected as follows: first vice-president, Clifford V. Coons, vice-president and director of the Rheem Manufacturing Co., New York; second vice-president, E. A. Norman Jr., president of the Norman Products Co., Columbus, Ohio, and treasurer, Stanley H. Hobson, president of the George D. Roper Corp., Rockford, Illinois. Thirteen GAMA divisions also elected officers.

W. F. Rockwell Jr., president of GAMA, reviewed the progress of the Gas Industry De-

velopment Program which was launched four years ago, and urged each manufacturer to review his own company's participation in the industrywide effort.

"I'm not one of the school that subscribes to the theory that what is good for the industry is always good for the individual company," Mr. Rockwell said. "What I do believe is that what is good for the company, and the elements which contribute to its success, are the stuff of which a progressive industry is made. In other words, a series of progressive, well managed companies automatically sets up a progressive, well managed industry."

Mr. Rockwell pointed to the consumer advertising campaign sponsored by the Equipment Manufacturers Advisory Committee as an interesting outgrowth of the industry's Action Demonstration Program.

The campaign, which was started in 1955, is sponsored by 13 manufacturers of equipment used in the production, transmission and distribution of gas, Mr. Rockwell said. Advertisements are appearing in the *Saturday Evening Post*, *Small Homes Guide*, *Home Modernizing* and the gas industry trade press.

J. Theodore Wolfe, executive vice-president, Baltimore Gas and Electric Co., and chairman of the Gas Industry Development Committee of the American Gas Association, warned the group that the spectacular progress of the gas industry in recent years should not be taken to mean that further progress is assured. He pointed out that competitive industries are also making progress in product development, merchandising and public service.

Mr. Wolfe attributed the advance of the industry to early recognition of the fact that public acceptance is not to be taken for granted. The industry and all its components must continue to press for public favor if the potential for future growth is to be realized, he said.

Mr. Wolfe pointed out that there has been a year-by-year gain in the use of the heat pump and other means of househeating by electricity. It would be a mistake to ignore the threat, he said, but it would be an even greater mistake to miss the tremendous opportunity to sell gas heating as the one best bet in the househeating sweepstakes.

C. S. Stackpole, managing director, A. G. A., told the manufacturers he welcomed the opportunity to correct what seemed to be a fairly popular and completely erroneous impression about the scope of the Gas Industry Development Program—that its implementation was confined to the ten cities in which the program was started as a kind of demonstration.

Actually, Mr. Stackpole said, the number of utility companies now working on some or all of the Action Demonstration Program recommendations is impossible to estimate, and the program's results are increasingly apparent in major markets throughout the country. He suggested that manufacturers take time out to visit with top executives of gas companies.

"They want to hear from you," he said. "They want to know your plans. They are anxious to get any facts from the field that will help them whip their sales and service forces into faster and more effective action."

Don Moore, assistant director, Operation Home Improvement, told the manufacturers that the benefits from this national program will extend far beyond the period indicated by the current slogan, "56—the year to FIX." While the campaign is expected to boost home improvement expenditures by \$3 billion to a 1956 total of \$15 billion, Mr. Moore said many economists predict that this is only the beginning of a trend that will lead to a \$25 billion home improvement expenditure in 1960.

Stressing the importance of the home improvement market to manufacturers of gas appliances, Mr. Moore revealed that every survey made by Operation Home Improvement showed that homeowners invariably rate kitchen modernization at the top of the list of their home improvement desires; that bathrooms take second place and househeating is third.

George Hammond, president, Carl Byoir & Associates, GAMA public relations counsel, reported to the manufacturers that their cooperation in public relations activities over the past few years has helped to win understanding and recognition for the industry and its achievements.

As an example, Mr. Hammond mentioned the *Wall Street Journal's* recent page one account of the electric appliance industry's multimillion-dollar promotion push to charge up its dealers and to recoup some of the ground lost in the past two years.

"For months now," the story said, "the electric industry has been getting hints that all was not boom and bloom in their business."

"Yesterday, for example," GAMA—the electric industry's hard-punching rival—reported zooming sales of gas ranges, water heaters, incinerators, clothes dryers and central heating equipment."

## SGA holds convention in Dallas, elects Puryear president

**S**OUTHERN Gas Association members closed the biggest convention in SGA's 48-year history April 23 in Dallas with the election of Richard A. Puryear Jr., Alabama Gas Co., Birmingham, Ala., as president. For the first time, registration of delegates topped the 2,000 mark, the total reaching 2,035.

Convention speakers stressed the amazing growth of America, both in population and in industry, as offering a fertile field for expansion of the natural gas industry. But they cautioned against confusing the growth—the normal growth the gas industry would make to keep up with the increase in population—with expansion and progress. The need for a sound, united program of public relations to bring home to the public the service the natural gas industry performs was also stressed.

A rosy picture of the future was painted by Dean Lawrence C. Lockley, School of Commerce, University of Southern California. He told the SGA delegates there is no such thing as market saturation in our present economic system.

"The growth of the market and the pace of obsolescence increase demand no matter how rapidly we sell wanted appliances," Dean Lockley said. "Sales and profits can be as large as we choose to make them." By 1976, he predicted, our standard of living will be double what it is today, with population of 210 to 215 million, jobs for 86 to 89 million, and a gross national product of between \$700 billion and \$800 billion.

"The one handicap to rapid development of household appliance markets is in the appliance industry itself, grown fat and lazy during these years of lush consumer demand," Dean Lockley warned. "The sales will go to those manufacturers, those utilities, and those dealers who are willing to sell."

W. F. Rockwell Jr., president of the Gas Appliance Manufacturers Association, reminded the delegates that opportunity is not a quirk of fate which must be seized upon at a precise moment. Instead, it is a tangible, factual and ever present factor which must be recognized or created, and then implemented.

The natural gas industry is doing this, he reported, by opening up new markets. During 1956 alone, gas utilities and pipeline companies will spend more than \$1.2 billion in extending their services, and the industry expects to add about one and two-thirds million new gas-fired househeating installations in each of the next three years.

Complementing Rockwell's talk was the report from Dean H. Mitchell, president of the American Gas Association. He cited the natural gas industry's amazing growth from 1945 to 1955.

"Ours is perhaps the only large basic industry that has quadrupled its gross income in less than two decades," Mr. Mitchell said. "Near the close of World War II it was predicted that with the conversion to peacetime economy, the gas industry would have no place to go. But in 1955 we sold two and a half times as much as in 1945, we had nearly one and a half times as many customers, and our revenues were three times greater."

But, Mr. Mitchell cautioned, there is a pressing need for unity in the industry.

"We have never been able to capture adequately the imagination of the American people," he said. "The politicians, our public relations barometer, still believe a slightly anti-utility attitude has popular appeal. To me, the tragedy was not the passage or lack of passage of the Harris-Fulbright Bill, however much it may have been needed. The tragedy was the display and existence of a divided industry. Out of our soundest thinking must be found a way to unity. No segment of our industry can go it alone."

Advice on public relations came from Henry Obermeyer, administrative vice-president, Bozell & Jacobs, Inc. "The time is long past when an industry can afford to look at public relations as either a necessary evil or a tolerated luxury," Mr. Obermeyer said. "It actually is as much of an operating problem as accounting, personnel and purchasing, and only slightly secondary, perhaps, to distribution. All companies have public relations, whether they want it or not, and they can choose only whether it's to be good or bad."

At the close of the convention, SGA President Puryear announced that the association's series of round-table conferences for 1956-57 will include, for the first time, two on public relations. These will be held in cooperation with A. G. A.

SGA's retiring president, J. H. Collins Sr., New Orleans Public Service Co., pointed up the industrial growth of the South as creating an especially attractive market for SGA member companies.

"Natural gas is the best thing for cooking and for heating and for industrial fuel and for many newer uses," Mr. Collins said. "But we've become so used to this fact that sometimes we may fail to convince other people of it. We've got a fast-expanding market here in the South. We've got a top product, and

top service. All we need to do is let the facts be known."

C. S. Stackpole, managing director, American Gas Association, approached the expansion challenge from still another angle. "Bigger families, better-eating families, quality-minded and style-conscious families, are creating an enormous new market for kitchen ranges," and it's up to the natural gas industry to let "Mama" know that gas is best for cooking, Mr. Stackpole said.

Some of his reasons for the increasing market for home appliances were: (1) More and more people are substantial income people. "Mama" is demanding quality, and disregarding price. (2) Modern kitchen equipment has social prestige. "Mama" is proud of her kitchen and wants to show it off. (3) With more children being born in the average family, "Mama" needs bigger ranges and other appliances. (4) "Mama's" family is eating better than ever because she's spending more money on more nutritious food. (5) "Mama" is demanding more kitchen-free hours and is eager to learn about the automatic features of the modern gas range in terms of what they will do for her.

Special visitor to the convention was the new "Mrs. Texas," Mrs. Edwin C. Campbell of LaGrange.

New SGA officers are Curtis M. Smith, Tennessee Gas Transmission Co., Houston, Texas, first vice-president; Carl E. Cloud, Mid-South Gas Co., Little Rock, Ark., second vice-president; A. H. Weyland, Arkansas Louisiana Gas Co., Shreveport, La., chairman; and James A. Davis, Empire Southern Gas Co., Fort Worth, Texas, vice-chairman, of the Advisory Council; Dale E. Frieden, Zenith Gas System, Inc., Alva, Okla., secretary; Kyle H. Turner, Atlanta Gas Light Co., Atlanta, Ga., assistant secretary; and Willard G. Wiegel, Lone Star Gas Co., Dallas, Texas, treasurer.



Newly elected SGA officers are (l. to r.): Standing—M. C. Sumners, director; D. E. Frieden, secretary; W. R. McLaughlin, director; E. C. McGraw, director; K. H. Turner, assistant secretary; P. F. Falk, director. Seated—C. E. Cloud, 2nd vice-president; C. M. Smith, 1st vice-president; R. A. Puryear Jr., president; A. H. Weyland, advisory council chairman and J. A. Davis, vice-chairman; W. G. Wiegel, treasurer. Not shown are E. J. Newlin and J. F. Forsyth, directors

# Highlights of cases before Federal Power Commission

Bureau of Statistics, American Gas Association

## Certificate Cases

● **Gulf Interstate Gas Company:** The company filed an application with the FPC requesting authority to increase the capacity of its natural gas system by 26 million cubic feet of gas per day, from 375 million to 401 million. The proposed project includes the installation of a total of 8,000 horsepower in compressor capacity at four existing stations. Estimated cost of the project is \$2.1 million.

● **Iroquois Gas Corporation:** The FPC authorized Iroquois Gas to build pipeline facilities in three New York counties and to develop a new underground storage area for natural gas. The storage area, in Chautauqua, Cattaraugus and Erie Counties, is called the Nashville storage area. The proposed project will use a former gas producing reservoir. The area will contain about 8.5 billion cubic feet of natural gas and have a maximum output capacity of 80 million cubic feet per day. Cost of the project is estimated to be \$3.0 million.

● **Kansas-Nebraska Natural Gas Company:** The company applied to FPC for authorization to construct 33 miles of pipeline and to install additional compressors at five stations, increasing the compressor capacity by 2,700 horsepower. The proposed construction, estimated to cost \$1.0 million will enable Kansas-Nebraska to serve increased demands of existing markets in Nebraska.

● **Permian Basin Pipeline Company:** The FPC accepted for filing a request by Permian Basin for authorization to add five ad-

ditional units to its proposed Andrews County, Texas, natural gas compressor station.

On March 30 the FPC authorized Permian to construct pipeline facilities in Andrews County which would enable it to transport into its system an additional 25 million cubic feet of gas per day. The 19 miles of 16-inch pipeline and a 6,750 horsepower compressor station were estimated to cost \$2.8 million. The proposed addition would give the compressor station a 13,500 horsepower rating and enable Permian to transport 50 million cubic feet of natural gas per day. The estimated cost of the proposed addition is \$1.3 million.

Permian operates a pipeline system in Texas and New Mexico for the transportation of natural gas which is sold to Northern Natural Gas Co., of Omaha, Nebraska.

● **Transcontinental Gas Pipe Line Corporation:** The company proposes to build over 277 miles of pipeline in Louisiana, Mississippi, Alabama, Georgia, South Carolina, North Carolina, Virginia, Maryland and Pennsylvania. It also proposes to build a total of 12,750 horsepower units at various compressor stations, additional facilities at existing compressor stations, river crossings on the James and Susquehanna Rivers, and various distribution meter stations. These facilities will enable Transcontinental to increase its capacity by approximately 104.5 million cubic feet daily.

The additional gas will serve increased demands of existing customers and meet the requirements of new customers in each state, particularly North Carolina and South Carolina, which do not presently have

the benefits of natural gas service. Estimated for the tideland area of the Carolinas is 40 million cubic feet per day.

Total cost of the project is estimated to be \$42.3 million. The construction will be completed in two phases. The first phase will begin, pending FPC approval, on or about July 1, 1956 and be completed by December 1, 1956. It will include all the work except for 25 miles of pipeline at a cost of \$38.5 million. The remaining sections of pipeline will be completed in 1957 at a cost of \$3.8 million.

## Rate Cases

In recent actions by the FPC, seven companies were exempted from regulation under the Natural Gas Act pursuant to terms of the Hinshaw Amendment. There are now 88 companies exempted fully or partially.

The seven companies are as follows: Missouri Natural Gas Co., Farmington, Mo.; Western Kentucky Gas Co., Owensboro, Ky.; Central Indiana Gas Co., Muncie, Ind.; T. W. Phillips Gas and Oil Co., Butler, Pa.; Mid-Georgia Natural Gas Co., Conyers, Ga.; Haverhill Gas Co., Haverhill, Mass.; and Pike Natural Gas Co., Waverly, Ohio.

The Hinshaw Amendment, which became effective March 27, 1954, added a new subsection (c) to Section 1 of the Natural Gas Act providing that any company which buys natural gas at or within a state boundary is exempted from provisions of the act if all gas so purchased is consumed within that state, and the rates, services, and facilities are regulated by the state commission.

The FPC released the following statistics relative to actions taken during the month of April regarding rate filings of independent producers of natural gas:

	Number	Annual Amount
Tax rate increases allowed without suspension .....	22	\$ 17,808
Other rate increases allowed without suspension .....	28	86,390
Rate increases suspended .....	7	30,943
Total rate increases .....	57	135,141
Tax rate decreases allowed without suspension .....	5	507
Other rate decreases allowed without suspension .....	—	—
Total rate decreases .....	5	507
Total rate filings .....	288	
Total rate filings acted on from June 7, 1954, to May 1, 1956 .....	14,789	
Rate increases disposed of after suspension .....	2	372,023
Amount allowed .....	—	—
Amount disallowed .....	—	372,023
Amount withdrawn .....	—	—
Rate increases suspended and pending as of May 1, 1956 .....	196	\$18,396,402

## Honor 50,000th gas househeating customer



Inspecting the brand new gas-fired boiler in his Norwich, N. Y., home is Walter Berberian (l.) 50,000th gas househeating customer of New York State Electric and Gas Corp., Ithaca. With him are E. M. Cole, Norwich manager of the utility, and E. W. Vick (r.), Oneonta division manager who presented the Berberian family with a fully automatic gas range to mark the milestone of the utility

# Manufacturers announce new products and promotions

## PRODUCTS

● Chattanooga Royal Company has announced a new line of Royal gas home heating units, in four series: The GS series (horizontal units), GC counterflow units, GH series (Hi-Boy), and GL series (Lo-Boy). They are all equipped with safety pilot, room thermostat, gas pressure regulator, combination fan and limit control, centrifugal blower and motor, and carry a ten-year factory warranty.

● Tappan Stove Company announces that an oven rotisserie which is both automatically timed and thermostatically controlled is now being produced on a number of 1956 Tappan ranges. The rotisserie is standard equipment on one 30" model, optional on one 40" model. The rotisserie is offered in a completely chrome-lined oven. The unit fits directly over the oven rack. Tappan also announced the addition of gas built-in ovens with exterior in Copertone, a copper-colored porcelain. The ovens are available also in a gleaming Luster-loy exterior finish, and require only a 22" x 38" space.

● To celebrate its 50th year of operation, The Cleveland Heater Company announces a new line of "Gold Seal" REX XXL automatic gas water heaters. Features of the line are special gold trim, a new deluxe gold-finished thermostatic control located outside the jacket, a stainless steel pilot, and improved clean-out hole. Star of the line is the REX XXLR-40, said to be the fastest recovery heater of its size on the market, with a 44.5 gallon per hour rating at 100 degrees rise.

● Harper-Wyman Company now offers a new burner design—a "drop-in" center sim-

mer button that is easy to clean, easy to remove. New lightweight Harper-Wyman steel burner tubes have porcelain enamel finish, are easy to remove.

● Four new space heaters comprise the 1956 Magic Chef gas console heater line. Two of the heaters are rated at 50,000 Btu input, the other two at 70,000 Btu input. Styling gives the new heaters the appearance of television sets. All four are furnished in two-tone bronze. Radiant heat rays are partially directed at the hearth extension in a home. This extension acts as a radiant reflector deflecting the rays outward into the room. Heat rays from the upper part of the heater are directed at the floor, thus providing two-directional radiation. An unusual fan flame burner in all models is claimed to double the heating surface as compared with conventional burners.

● New ribbon burners manufactured by Selas Corporation of America are specially designed gas-fired heating units which produce a narrow, uniform sheet or "ribbon" of flame. The plates are molded from compounded heat-resistant ceramic material and are kiln-fired. They are laminated to form a practically monolithic structure with precise ports which do not distort, corrode, or "grow." Selas ribbon burners are used mainly in the glass, printing, textile, metal-fabricating, and wire industries.

● Fully automatic CP matchless ranges headline the new line of Perfection Industries, division of Hupp Corporation. Three new ranges to be introduced have widths of 40", 36" and 30". The deluxe model, M648, features a triple-duty cooking top having a center fifth burner, thermostatically controlled, that also serves as a griddle, warming plate,

or convenient work area. The other surface burners include two giant and two standard-size Harper Alltrol "center simmer" burners with instant-lighting Micro-lite pilots.

● Vulcan-Hart Manufacturing Company is producing a new deep fat fryer Model 6294, with double loop-bar type burners, Btu input of 75,000, and fat capacity of 30 pounds. The fryer has a guaranteed fry tank, and offers a choice of twin fry baskets or single large basket. It matches the company's restaurant ranges. Vulcan-Hart's new pizza oven has a system of multiple heat conduits which direct the flow of heat to every part of the oven. It is made of heavy gauge steel, with thick bakers' tile at the bottom.

## PROMOTIONS

● A full assortment of model home merchandising aids for builders is being offered by The Coleman Co., as its builders' merchandising program for 1956. The offer is being made through Coleman dealers. A catalogue of the 20 sales tools being offered is available from the company. Included are give-away items, posters, ad mats, and lapel stickers.

● An intensive spring advertising program on the national and local levels has been launched by Magic Chef, Inc. High points of the campaign are the full-color two-page advertisement in the April *Reader's Digest*, and a series of advertisements appearing in top magazines such as the *Saturday Evening Post*, *Better Homes and Gardens*, and *McCall's*. The *Reader's Digest* advertisement points up "... the speed, economy and coolness of gas cooking ..." along with the suggestion to "See it at your ... gas company."

## Ruud offers course

TO TRAIN gas utility representatives as well as plumbing wholesalers and retailers in correct specification and installation of commercial gas water heaters, the Ruud Manufacturing Co., Kalamazoo, Mich., has designed the Ruud Institute of Commercial Water Heater Engineering. The first class, recently graduated, was composed largely of Ruud factory and field personnel with representatives of the plumbing and gas industries. Diplomas were awarded to those completing the concentrated four-day course which was divided between lectures, demonstrations and examinations of Ruud commercial gas water heaters.

Instruction was under the direction of K. M. Clark, executive vice-president, R. N. Spear, commercial sales manager, and H. B. Kivlan, service manager, all of the firm's Kalamazoo factory staff.

Sessions similar to the first one are now being planned for the future and each class will last three and one-half days. Those attending will be selected from the plumbing retail and wholesale and gas utility fields from 11 parts of the country.

## Hope Natural Gas group wins safety award



Proud of the newly acquired A. G. A. Safety Merit Award at Hope Natural Gas Company are (l. to r.): Charles T. Cummings, safety director; L. L. Yohe, city plant foreman; W. W. Mayfield, vice-president, who made the presentation honoring the 90 Parkersburg City Plant Group men who completed over a million man hours without a disabling injury; and B. R. Nuzum, general superintendent

## Utility display shows swing to gas ranges



Attractive display highlighting modern gas ranges is made lively with little girl and flowers in constant motion, carrying out "swing" theme, in window of Central Indiana Gas Co., Marion, Indiana

## Honor Transco

**R**ECOGNITION for its 1955 safety record has been given Transcontinental Gas Pipe Line Corp., Houston, Texas, by the National Safety Council. Safety Director Stanley Owens in Houston was notified that Transco had won an Award of Merit from the National Safety Council for the 1955 record of only 25 loss of time injuries during more than 3,250,000 manhours worked by its pipeliners. Twenty of the company's 29 compressor stations and pipeline districts achieved perfect safety records in 1955.

## Mark anniversary

**A** SPECIAL MAGAZINE issue marks the 75th anniversary of the San Diego Gas & Electric Co., San Diego, California. The attractive publication offers a historical review, with pictures galore, of the company's development since it was organized on April 18, 1881. What had started as a small business serving 89 customers has grown into a company which now serves approximately 447,000 customers.

## Plan annual short course at West Virginia University

**I**NITIAL plans have been completed for the 16th Annual Appalachian Gas Measurement Short Course, August 27-29, at West Virginia University, Morgantown, West Virginia.

The Short Course is attended annually by measurement and control engineers and

other technical personnel representing the gas and petro-chemical industries.

Subjects to be covered in the intensive three-day course will include the fundamentals of gas measurement and special sessions on domestic meters, orifice meters, large capacity meters, automatic control instruments, pres-

sure regulators and other related equipment. Moderated forums shall be offered daily on specific phases of measurement and control.

Howard S. Bean, National Bureau of Standards, is general chairman and H. B. McNichols, Columbia Gas System Service Corp., is program chairman.

## Colgate awards plaques to 12 utilities in A.G.A.-AD contest

### a PAR activity

**OUTSTANDING** cooperation of gas companies in the Colgate contest has won awards for 12 companies, although original plans called for awards to be given to only five. Over 150 gas companies and LP-Gas dealers, many more

than expected, participated in the contest. The following won the plaques: Frank S. Williams, Ohio Fuel Gas Co.; E. A. Worgull, Milwaukee Gas Light Co.; W. C. Palmer, Michigan Consolidated Gas Co.; G. E. Armstrong, Minneapolis Gas Co.; Terry Hart, Nashville Gas Co.; A. B. Caldwell, United

Gas Corp.; W. F. Goins, Jacksonville Gas Corp.; A. M. Pickard, Gas Light Company of Columbus (Ga.); H. Hansell Hillyer, Savannah Gas Co.; J. F. Jones, Battle Creek Gas Co.; Paul P. Gordon, Frederick (Md.) Gas Co.; and Ben Cain, Suburban LP-Gas Co., Griffin, Georgia.

## A.G.A. and 'American Builder' to promote gas, gas appliances

### a PAR activity

**THE** American Gas Association and *American Builder* magazine will again cooperate in promoting modern gas appliances to top builders all over the country. The September issue of the publication will feature eight consecutive pages of A. G. A. advertising, a

series of advertisements by individual gas appliance manufacturers, and extensive editorial material on the seven residential uses of gas. Plans are to top last year's section, which totaled 80 pages.

Utilities have the opportunity to tie in with the promotion, which will be at its height during National Home Week, Sept. 15-23.

Reprints of the entire section for local distribution and other promotional material is available from the A. G. A. New Freedom Gas Kitchen and Laundry Bureau.

Advertising space reservations should be sent directly to *American Builder* before July 1. Minimum requirement for participants is one full page, black and white.

## Issue brochure listing educational materials available from A.G.A.

### a PAR activity

**A** BROCHURE listing the educational aids offered by the American Gas Association has recently been published under the title *A. G. A. Visual and Scientific Teaching Aids About Gas*. The brochure offers a short description of the kits, guides, and booklets,

primarily directed at science teachers, which are available from the A. G. A. Educational Service Bureau. Included on the list is the sound-slide film, "Johnny Takes a Journey." The material, prepared by Prof. Burnett Cross of Columbia University and Prof. Elbert Weaver of Exeter Academy, has received tremendous response from schools and teach-

ers all over the country.

Since the initiation of the educational program a few years ago, over 130,000 of the items listed in the brochure have been distributed.

In addition, over one million student sheets have been given out individually or as part of kits.

## Issue gas supplement

OVER 11,000 newspaper editors recently received a special 16-page supplement of *The Publisher's Auxiliary*, devoted to Operation Home Improvement. The supplement contained three pages highlighting gas, prepared individually by the American Gas Association, Gas Appliance Manufacturers Association, and the National Council for LP-Gas Promotion. Articles and photographs stress the modernity and convenience of gas appliances, the exacting specifications which these appliances must meet, and the role of gas and gas appliances in the home. Reprints of the three-page section for utility distribution to local newspapers are available from the A. G. A. Bureau of Public Information.

## Gas story featured

THE STORY of gas was made prominent in the March issue of *The New Englander*, a publication of the New England Council for Economic Development. Entitled "Energy to Burn!" the feature article about gas told of the progress, importance, and service of the gas industry in the New England area. It highlighted the many uses of gas and gas products in modern living.

## Carrier adds plant

CONSTRUCTION by Carrier Corporation of a \$6 million West Coast plant for the production of air conditioning equipment, furnaces and water heaters will begin this year. With an area in excess of one-half million square feet, the new manufacturing, engineering and office facilities will be situated in Puente, Calif., near Los Angeles. The plant will provide expanded facilities for the growing production needs of the Day & Night and Payne divisions of the corporation and, in addition, will produce certain types of equipment for other Carrier divisions. William J. Bailey, Carrier vice-president and general manager of the divisions now located at Monrovia, Calif., will be in charge of the new plant.

## Ship furnace settings for processing uranium



Workers load first major shipment from new Dresher, Pa., plant of Selas Corporation of America: four automatic gas fired furnace settings for processing uranium ore. Each of these enclosed Duradant Settings features extremely fast heating and efficient heat transfer, and temperature uniformity within a few degrees. These units have cut cycle time for this process from days to hours.

## Service managers meet

LAST MONTH The Metropolitan Service Managers Council held its 25th anniversary meeting in New York City, with three of the ten charter members present. The three who were present at the first get-together in May 1931 are: Tom Perry, The Brooklyn Union Gas Co., organizer and present chairman, and G. H. Coon and F. A. Engel, Elizabethtown (N. J.) Gas Company. The ten men first organized in 1931 to iron out service problems with the benefit of the group's long experience in the field. One of the group's first acts was the appointment of a committee which set up what is now called the Supplementary Utility Requirements. Many of the same men later served on the A. G. A. Requirements Committee.

## Extend warranty

A NEW "quality assurance plan" has been announced by the air conditioning division of Servel, Inc., that extends the warranty period of refrigeration units in "All-Year" air conditioning models from five to ten years. The plan is being offered to the company's air conditioning distributors on an optional basis, and includes, in addition to the extended warranty, a labor allowance to cover the average cost of unit replacement for the entire ten-year period. The "quality assurance plan" is now available for Servel's gas-operated two-ton, three-ton and five-ton conditioners. Servel has made the new warranty and labor allowance plan retroactive to cover all units shipped from the factory on or after Nov. 1, 1955, the start of the company's current fiscal year.

## Scott to succeed Johnstone as managing director of PCGA



Robert D. Scott



C. H. Johnstone

ROBERT D. SCOTT will become managing director of the Pacific Coast Gas Association on Aug. 1, to succeed Clifford Johnstone, who is retiring after having been managing director of the association for the

past 32 years.

Ed Kern, assistant managing director, has chosen to remain on in Los Angeles.

Mr. Scott has been in charge of sales at Honolulu Gas Company for the past four years, and has been a vice-president of that company for the past year.

He has had well-rounded experience as a salesman and as an executive. He was a salesman for Pacific Gas and Electric Company when it was merchandising, and he has had extensive experience in the Northwest under Al Strong, as part of the organization of the Natural Gas Corporations of Oregon and Washington. After the liquidation of those companies he purchased and operated the property at Anacortes, Washington. He spent two years with the Tacoma company in commercial sales, and a number of years with appliance dealers in Seattle and Portland.

Clifford H. Johnstone has held the office of PCGA managing director since 1924. He is a civil engineering graduate of Rensselaer Polytechnic Institute. Following graduation, he worked on various engineering projects. After serving in World War I he became a member of the engineering staff, and later a gas engineer, of what was then the California Railroad Commission.

At that time PCGA had been functioning for a great many years, but was operated with a volunteer staff.

In 1924 the industry decided to make the association more active, and Mr. Johnstone was employed to head it.

Mr. Johnstone was instrumental in encouraging the publication of the trade journal originally named *Western Gas*, and renamed *Gas* when it became a national publication.

## A.G.A. announces new publications during May 1956

LISTED BELOW are publications released during the past month, and up to closing time of this issue of the MONTHLY. Information in parentheses indicates the audiences at which each publication is aimed.

### GENERAL MANAGEMENT

- **Our Industry in Review** by Dean H. Mitchell (for top and middle management). Can be obtained from Section for \$25.
- **Educational Activities of the Gas Industry** by Martin A. Elliott (for top management). Can be obtained from Section for \$25.

### PROMOTION

- **Science Principles and Your Automatic Gas Refrigerator** (for junior and senior high schools, junior colleges). Sponsored by and available from the Educational Service Bureau of A. G. A. for \$.85 per kit. Also available at local utilities.
- **Science Principles and Your Gas Home Heater** (for junior and senior high schools, junior colleges). Sponsored by and available from the Educational Service Bureau of A. G. A. for \$.85 per kit. Also available at local utilities.

### LABORATORIES

- **American Standard Approval Requirements for Gas-Fired Duct Furnaces**, Z21.34-1955, effective Jan. 1, 1956 (for gas utilities, equipment manufacturers, code authorities). Sponsored by A. G. A., and available from Laboratories or Headquarters for \$1.50.
- **American Standard Approval Requirements for Domestic Gas Ranges**, Z21.1-1955, effective Jan. 1, 1956 (for gas utilities, equipment manufacturers, code authorities). Sponsored by A. G. A., and available from Laboratories or Headquarters for \$2.

### RESEARCH

- **Development of the Redox Probe** by Carl G. Deuber and George B. Deuber (for corrosion engineers, companies that lay pipe for distribution and/or transmission of gas). Available from Headquarters for \$1.50.
- **The Thermoform Pyrolytic Cracking Process for the Production of Oil Gas** by N. K. Chaney (for gas engineers, companies interested in high Btu oil gas production). Available from Headquarters for \$2.

### SAFETY

- **How Injuries to Gas Men Might Be Avoided** (for safety men in gas companies). Latest issue of this quarterly periodical prepared by the Accident Prevention Committee can be obtained from A. G. A. Headquarters for 10 cents a copy. Bulk subscriptions are offered at a lower price.

### STATISTICS

- **Monthly Bulletin of Utility Gas Sales**, April 1956 (for gas companies, financial houses). Sponsored by and available from Bureau of Statistics; free.
- **Load Characteristics of Gas Househeating Customers**, Report No. 2 (for rate personnel of gas companies). Sponsored by A. G. A. Rate Committee and its Subcommittee on Customer Load Characteristics, and available from Bureau of Statistics for \$1.50.
- **How Much Gas Will New Appliances Use?** (for rate personnel, sales departments, public relations men, management, financial concerns). Sponsored by A. G. A. Subcommittee on Marketing Research, and available free from Bureau of Statistics.

## National Committee for Utilities Radio holds annual meeting

AT THE annual meeting of the National Committee for Utilities Radio, at Omaha, Neb., 94 representatives of regional and trade associations heard reports of continuing requests for frequency recommendations received by frequency coordinators in nearly all regions.

Co-channel arrangements have often been the only answer to such requests in the 30-50

megacycle and 152-162 megacycle bands. Little use has been made of the higher bands for mobile systems, partly because assignment in them has been on a developmental basis, shared with other services.

Reports were presented to the meeting on comments submitted by NCUR to FCC on five dockets now before the commission. The executive council was directed to form a work-

ing group to study new uses of radio by utilities to increase the efficiency of their operations.

By unanimous vote, NRUC elected the following officers for the coming year: chairman, T. G. Humphreys Jr., Alabama Gas Corp.; vice-chairman, George E. Carlson, Consumers Public Power District; and secretary, John Slothower, Northern States Power Company.

## Natural gas prominent at Virginia home economics convention



Seated by natural gas exhibit are (l. to r.): Mrs. Virginia; Ruth Jamieson and Peggy Spradlin, association officers; Mavis Gibbs, magazine homemaking editor; O. T. Jamieson, Commonwealth Natural

TEN VIRGINIA natural gas transmission and distribution companies recently brought gas to the fore at the annual convention of the Virginia Home Economics Association held in Richmond, April 12-14. The companies jointly sponsored an exhibit featuring appliances used in a modern all-gas kitchen and a large illuminated map showing the natural gas pipeline and distribution companies in the state.

The gas kitchen displays were "live," and home economists from the participating companies gave cooking demonstrations and baked and distributed cookies and doughnuts to hundreds of registrants throughout the three-day meeting.

In addition, all individuals viewing the display were given potholders featuring the slogan "Only GAS does so much, costs so little" and copies of the A. G. A. booklet *Automatic Gas Cookery*. Representatives of the gas companies and appliance manufacturers were on hand to discuss the potentialities of gas with visitors to the booth.

The exhibits were well attended by the more than 400 women at the convention.

## Utilities release reports to stockholders

• **Baltimore Gas and Electric Company** reports 1955 gas operating revenues of \$32,570,333, as compared with \$29,158,541 the year before. About 24,249 million cubic feet of gas were sold, an increase of 15.8 per cent, to 353,789 customers, an increase of 4.1 per cent.

• **Central Illinois Lighting Company's** annual report shows gas revenues for 1955 at \$12,147,600, up 8.6 per cent. Gas customers averaged 89,130, and about 209 million therms of gas were sold.

• **The Gas Service Company** reports gross operating revenues of \$61,247,888, net operating income of \$3,453,167, and net income of \$2,780,567. An increase in expenses caused 1955 net income to be slightly below that for 1954. Customers totaled 520,635, or 23,483 more than the previous year.

• **Long Island Lighting Company's** progress report shows gas operating revenues of \$19,994,000, and gas operating income of \$2,496,000. Gas customers monthly average numbered 281,960, or 13,810 over 1954.

• **New York State Electric & Gas Corporation** announces 1955 revenues from sales

of gas at \$13,555,939. Gas operating income before federal income taxes was \$1,759,424, a decrease from the year before.

• **Public Service Company of Colorado** reports gas revenues of \$35,997,000, gas customers numbering 259,504. Figures include the five wholly-owned subsidiaries. Over 85.7 billion cubic feet of gas were sold during 1955.

• **Southern California Gas Company** reports revenues of \$152,051,000, and a net income of \$14,680,000, as compared with 1954 revenues of \$132,544,000 and net income of \$12,141,000. The company had over 1,503,936 customers in 1955, an increase of 68,668. The company's annual report mentions participation in the Mrs. America contest, and the research done by American Gas Association Laboratories on residential air conditioning.

• **Southern Counties Gas Company's** report indicates 1955 gross operating revenues of \$56,418,197, net operating revenues of \$5,953,957, and net income of \$4,459,188. Net income for 1954 was \$4,278,527. Gas sales totaled 114,501 million cubic feet, and customers totaled 548,422.

## Wiry detective



Infra-red gas and liquid analyzer at Reznor Mfg. Co. helps assure that gas-fired space heaters, gas furnaces, will maintain rigid A. G. A. standards. A. G. A. Laboratories use a similar instrument, a Lira made by Mine Safety Appliances Co. Instrument detects and records even minutest amounts of CO or CO<sub>2</sub> due to improper combustion

## Washington utility plans rate cuts on arrival of natural gas

**ARRIVAL** of natural gas will mean savings of approximately \$1,671,000 annually to present customers of Washington Natural Gas Co., Seattle, according to new, lower rate schedules approved today by the company's executive committee and announced by Walter S. Byrne, president.

The proposed rates are subject to approval by the Washington Public Service Commission, with whom they will be filed. Upon

approval, they will go into effect at the time of change-over to natural gas.

Rate reductions for natural gas will benefit all categories of gas users and especially customers who use gas for househeating. Rates will be uniform for all cities served by Washington Natural, regardless of size. Reductions for househeating customers from current gas prices will vary from 38.09 to 48.67 per cent. In the Seattle area the average reduction will

be 38.09 per cent; Tacoma, 40.7 per cent; Centralia-Chehalis, 48.67 per cent; Olympia, 39.95 per cent; and Everett, 42.24 per cent.

Also to benefit from the new, uniform low natural gas rates are many cities and unincorporated communities not now served by the company, but which are located within the service area, such as the communities east of Lake Washington. The company has franchises to serve many such communities.

## Approve Colorado Oil and Gas Alaskan development contract

**APPROVAL** of a development contract to encourage the search for petroleum in southern Alaska was announced May 2 by Acting Secretary of the Interior Clarence A. Davis. The contract stems from 470 individual lease applications covering a 1,200,000-acre area in the territory.

The development contract between the United States and Colorado Oil and Gas Corporation of Denver, Colo., was made pursuant to the authority contained in Section 17(b) of the Mineral Leasing Act of 1920, as amended. It culminates lengthy negotiations between the lease applicants and the Denver firm during which an operating agreement was concluded.

The contract signed May 2 is the third such agreement since 1953. A similar development contract was entered into with Phillips Petroleum Company covering about one million acres in the Katalla-Yakutat area. A second but smaller contract with Standard Oil of California covered part of the Kenai Peninsula. It is estimated that exploratory expenditures of some \$8 million have been made un-

der these two contracts.

Of the 470 applications, 359 leases have been issued and the remainder are in various stages of processing, Mr. Davis was advised. The leases are being issued in the Anchorage, Alaska, office of the Bureau of Land Management.

Lying between Icy Bay and Cape Fairweather, Alaska, part of the area involved is north and west of Yakutat and Disenchantment Bays while part is to the south and east.

Prompt and orderly exploration and development operations are needed in the area to secure locally, if possible, the supplies of oil and gas important to the territory, both for civilian and national defense purposes, Mr. Davis pointed out.

Until 1953 there had been no oil or gas exploration work in Alaska since World War II except for operations carried on by the Navy Department in Naval Petroleum Reserve No. 4.

In negotiating an operating agreement, the Colorado company has agreed to accept the

working-interest duties and obligations of the lessees under the leases covering lands committed to their operations.

Under the terms of the contract, Colorado Oil and Gas Corporation has agreed to expend at least \$250,000 for exploratory work before April 1, 1957, and at least equal amounts thereafter before April 1, 1959, 1960 and 1961. Such expenditures are to include funds expended for geological, geophysical and other exploratory work and a credit towards the drilling of an exploratory well as a location to be selected by the operator with the approval of the Department of the Interior Oil and Gas Supervisor.

Drilling is to begin not later than July 1, 1959. Operations thereafter are to be continued with reasonable diligence and in accord with good oil field and engineering practices until oil or gas in paying quantities is discovered or until the well has been drilled to a depth as which further drilling would, in Colorado's judgment, be unprofitable or impractical.

## RG&E elects Beebee chairman and chief officer, Ginna president



A. M. Beebee



R. E. Ginna

**A**T THE May 16 meeting of the board of directors of the Rochester (N.Y.) Gas and Electric Corporation, the bylaws were changed to make the chairman of the board the company's chief executive officer.

Alexander M. Beebee was elected chairman of the board and chief executive officer and Robert E. Ginna was elected president. Ernest J. Howe was re-elected vice-president and comptroller and Leo H. East was re-elected

vice-president in charge of operations. The board elected Ralph H. McCumber to the newly created position of vice-president in charge of electric and steam and Linn B. Bowman to the newly created position of vice-president in charge of gas and transportation. All other existing officers and directors were re-elected.

Mr. Beebee worked summers for the company while in college and joined RG&E as a cadet engineer in the gas department in 1916 following his graduation from Cornell University. He became general superintendent of the gas division in 1927, vice-president in 1945 and president in 1947. During this time he has been unusually active in gas and electric industry affairs.

He was a director of the American Gas Association for many years, and chairman of its Operating Section in 1937, in addition to serving as chairman on numerous important committees. He has served on the A. G. A. advisory council, and was a winner of the Beal Award.

Robert E. Ginna joined RG&E in 1934 after 12 years' experience doing consulting engineering for many utility companies all over the U. S. After some years as manager of the rate and contract department he was appointed vice-president in 1945, and executive vice-president in 1950.

Ralph H. McCumber first joined the company in 1923 as a clerk and became a regular employee after his graduation in 1925 from the University of Rochester. He became superintendent of steam heating plants in 1930, superintendent of electric generation in 1941 and general manager of electric and steam operations in 1949.

Linn B. Bowman joined RG&E in 1925 as a chemist immediately after his graduation from Cornell. After filling several positions of responsibility in the gas manufacturing plants, he became general superintendent of gas division in 1950, and general manager of gas and transportation departments in 1952.

Messrs. Beebee, Ginna and Bowman are members of the American Gas Association.

Personal  
and  
otherwise

### Appoint Kerr

**T**HE APPOINTMENT of David J. Kerr as director of business development of Southern Union Gas Co., Dallas, Texas, has been announced. In this newly created administrative position Mr. Kerr will be responsible for the coordination of advertising, merchandising and general promotional activities in the natural gas utility's operating territory. Prior to joining Southern Union, Mr. Kerr served as assistant to the executive director of the Natural Gas and Oil Resources Committee in New York. He had previously been associated with Gulf Interstate Gas Co., Houston, Texas, and H. C. Price Co., Bartlesville, Okla., in the capacity of public relations director and advertising manager.

### Roberts vice-president

**A**L. ROBERTS, general superintendent of operations for Texas Gas Transmission Corp., Owensboro, Ky., has been elected as vice-president of the pipeline company. In his new position, Mr. Roberts will continue his duties as general superintendent, and direct operations and maintenance of the pipeline system. Mr. Roberts has served as general superintendent since 1949. In 1930, he joined Missouri-Kansas Pipeline Co., as district superintendent and later served in the same capacity with Kentucky Natural Gas Corporation. Roberts is a past chairman of the transmission section of the Southern Gas Association. He is a member of the American Gas Association.

## Colorado Public Service names Person, Thomas, Yetter, vice-presidents

**P**UBLIC SERVICE COMPANY of Colorado, Denver, has named three new vice-presidents: Robert T. Person, Guy W. Thomas, and Paul A. Yetter. All three are residents of Denver.

R. T. Person is responsible for the com-

pany's information, publicity, advertising, and employee education. G. W. Thomas is responsible for all the company's commercial activities. P. A. Yetter is manager of the company's division operations throughout the state.

The three men, all members of the American Gas Association, have had long experience with Public Service Company of Colorado in various executive capacities and have been members of the company's management staff.

All present officers were re-elected.

## Frank E. Hodgdon appointed director of Association Laboratories



Frank E. Hodgdon

**A**PPOINTMENT of Frank E. Hodgdon as director of the American Gas Association Laboratories, effective May 1, has been announced by Chester S. Stackpole, managing director of the Association.

A veteran of 17 years with the Laboratories, Mr. Hodgdon will now head

the gas industry's national gas appliance testing and research center with facilities at Cleveland, Ohio, and Los Angeles, California. In his new capacity he will serve as secretary to the A.S.A. Sectional Committee, Project Z21, A. G. A. Approval Requirements Committee as well as becoming a member of the Laboratories Managing Committee.

A registered professional engineer in Ohio and graduate of the Georgia Institute of Technology with a degree in mechanical engineering, Mr. Hodgdon joined the Laboratories staff in 1939. During his business career, he has had numerous engineering as-

signments concerned with industrial and commercial gas research and requirements investigations. He was named assistant director in May 1955 and in this capacity had supervision of the Laboratories appliance and accessory standardization program, and the Laboratories methods activities in connection with approval requirements preparation. He had active supervision of the Laboratories personnel, building and equipment, and administrative services.

Mr. Hodgdon succeeds Edwin L. Hall, who died May 1 after having served for over seven years as director of the A. G. A. Laboratories

## Elect Dougherty chairman, Tollefson and Johnson vice-presidents

**WILLIAM A. DOUGHERTY** has been elected chairman of the board of directors of Consolidated Natural Gas Co., New York. E. H. Tollefson has been elected vice-president in charge of planning and managing the system's gas supply, and Herbert C. Johnson, vice-president and treasurer.

Other changes include the election of Arthur E. Gartner to the new office of controller, Walter C. Kronke as assistant controller, and John C. Stansbury and Malcolm S. Lonon as assistant treasurers.

All seven men are members of the American Gas Association.

Mr. Dougherty has been a director, vice-president and general counsel of the firm since its organization in 1943. He will continue as

general counsel in charge of the company's general legal affairs and rate activities. He is a graduate of Ohio State University.

E. H. Tollefson has been a director of the company since 1954. He has been associated with system companies since 1930, and president of Hope Natural Gas Company since 1953. He is a graduate of the University of Minnesota and a director of A. G. A.

Mr. Johnson, who will be the chief financial officer of the company, has held the position of treasurer since 1951, and has served as a director of the company since 1955. He was appointed assistant treasurer of the company at the time of its formation. He is a graduate of New York University.

Mr. Gartner, also a graduate of New York



W. A. Dougherty



E. H. Tollefson

University, was the company's chief accountant from 1943 until his appointment as assistant treasurer in 1951.

## Justin R. Whiting retires as chairman of board of Consumers Power

**JUSTIN R. WHITING** retired May 1 as chairman of the board of directors of Consumers Power Co., Jackson, Michigan. Mr. Whiting will continue as a director of the company and has been elected chairman of the Finance and Budget Control Committee and the Committee on Executive Organization. The office of chairman of the board is left vacant, the duties being assumed by President Dan E. Karn.

Vice-President James H. Campbell was

named senior vice-president. All other president company officers were re-elected.

When Wendell L. Willkie was nominated for president of the United States in 1940, he resigned as president of The Commonwealth & Southern Corporation and Mr. Whiting was elected to succeed him. Mr. Whiting also was elected president of Consumers Power Co., a Commonwealth subsidiary at that time. Following the dissolution of Commonwealth & Southern in 1949, Mr. Whiting has devoted

full time to the management of Consumers Power Company. He was elected chairman of the board in November 1951.

In 1933 Mr. Whiting was called to New York from Michigan where he has been engaged in the practice of law for 23 years, and became a partner in the New York law firm of Weadock & Whiting, counsel for Commonwealth & Southern. At the time of moving to New York he had been serving as president of the Michigan Bar Association.

## Elect Lewis president of Advertising Club of Washington, D. C.

**ROBERT H. LEWIS**, advertising manager, Washington Gas Light Co., has recently been elected president of the Advertising Club of Washington, D. C.

Mr. Lewis has been advertising manager of the Washington Gas Light Company since 1942. He previously occupied other advertising and sales positions in that company, where he has been employed for 20 years.

Mr. Lewis was educated at Ohio State

University. His business career has been largely with public utility companies, including the Philadelphia Gas Works, where he served in a sales capacity.

For many years he has been prominently identified with activities of the Advertising Club of Washington, which he has served as budget committee chairman, program chairman, second vice-president and first vice-president. He has long been identified with

public relations activities of a number of other civic organizations. He is a member of the American Gas Association.

For the coming year Mr. Lewis is regional chairman of the Public Utilities Advertising Association, an affiliate of the Advertising Federation of America. He is author of articles appearing in national publications and a recipient of several national advertising awards.

## Names in the news—a roundup of promotions and appointments

### PIPELINES

**Howard L. Cline** has been named superintendent of compressor stations for Transcontinental Pipeline Corporation. Before joining Transco in 1951, he had been assistant superintendent of the compressor stations department for Cities Service Gas Company.

**Joe W. Hancock**, assistant superintendent, was named superintendent of drilling for Natural Gas Pipeline Company of America, succeeding Charles I. Galloup who retired May 1. Mr. Hancock, who has completed 20 years with the company, has always worked in the production phase of the industry.

### MANUFACTURERS

The appointment of Gus Wolf as regional sales manager of Winkler air conditioning and heating equipment has been announced by Herman E. Winkler, general sales manager, U. S. Machine Division, Stewart-Warner Corporation. Mr. Wolf

joined Stewart-Warner in 1948.

New general sales manager at The Coraire Heater Corporation is **Gerald L. Hartman**. Mr. Hartman was most recently the director of sales and advertising of The Coolerator Company.

**Howard J. Goss** has been appointed sales manager of Harper-Wyman Company. Mr. Goss joined the company in 1938 as a design engineer, has been sales engineer and assistant sales manager at Harper-Wyman.

Appointment of **Gregg Edelhait** as Norge home appliance regional sales manager for metropolitan New York and northern New Jersey has been announced. He will be responsible for 19 counties of these two states covered by Warren-Connelly Co., Inc., Long Island City, N. Y., and Appollo Distributing Co., Newark, New Jersey.

**James R. Turner** has been appointed district sales manager of the cooking appliance controls division of Robertshaw-Fulton Control Co., with charge of controls for appliances in a territory that includes Oregon, Washington, Nevada, Wyoming, Montana,

Idaho, and northern California. His office is in San Francisco.

Bryant division of Carrier Corporation announces that **Robert R. Good** has been named regional representative in the company's Southwest territory with headquarters in Dallas, and **Bob McElwain** has been appointed Southeast regional sales manager with headquarters in Atlanta.

### UTILITIES

**Richard H. Graham** has been appointed advertising section supervisor of the NEGEA Service Corporation. He succeeds **John L. Atwood**, who resigned to become associated with the Cryovac Company. Mr. Atwood was recently advertising specialist responsible for gas promotional advertising.

Northwestern Utilities, Ltd., has appointed **Murray E. Stewart** assistant general manager. Mr. Stewart joined the company in 1949, became superintendent of technical services in 1953, and assistant to the general manager in 1954.

## OBITUARY

### Fred W. Barnum

director of purchases, Washington Natural Gas Co., Seattle, a member of the General Management Section's Purchasing and Stores Committee died of a heart attack on March 4.

Mr. Barnum was born in Millington, Michigan, Sept. 2, 1892. He was employed by the Washington Natural Gas Company's predecessor company, the Seattle Gas Co., in 1915, rising over the years to the post of director of purchases. He was a member of the Washington Purchasing Agents Association and the Fraternal Order of Eagles.

He is survived by his wife, Willetta, and his son, Walter.

### Edward E. DuVall

secretary of Consolidated Natural Gas Company from 1943 until his retirement in 1952, died May 6 at the age of 67.

Mr. DuVall entered the gas business in the secretarial offices of the Hope Natural and The Peoples Natural Gas Companies in Pittsburgh in 1911. He moved to New York in 1920, and served as corporate secretary of several natural gas affiliates of Standard Oil Company of New Jersey from 1920 to 1943.

He became secretary of Consolidated at the time it was organized. Upon retirement, he had completed 41 years of service with Consolidated and its subsidiaries.

Mr. DuVall had been an active member of the American Gas Association and American Society of Corporate Secretaries.

He is survived by his wife, Aimee Jonas-sohn DuVall, and two sons, Edward E. DuVall Jr. and Richard E. DuVall, who is superintendent of distribution of The Peoples Natural Gas Co., Pittsburgh.

### William T. Rasch

first president of the Gas Appliance Manufacturers Association, died in April at the age of 55.

Upon graduation from Columbia University, Mr. Rasch began his career with the Consolidated Gas Co., forerunner of Consolidated Edison of New York, Inc. As its utilization engineer he was in charge of the Consolidated Gas Company appliance laboratory.

Mr. Rasch later became president of the American Gas Products Corp., a division of the American Radiator & Standard Sanitary Corporation. In 1940 he became president of the Security Manufacturing Co., which later became the Rasch Manufacturing Company. Mr. Rasch had retired as president of Rasch Manufacturing Company shortly before his death.

He was active in numerous capacities in the American Gas Association, and served as GAMA president from 1935-1937.

Surviving him are his wife, and his son Lee W. Rasch, manager of central heating and air conditioning for Temco, Inc.

### B. S. Rodey Jr.

an officer of the Consolidated Edison Company of New York, Inc., and manager of its tax department since 1946, died suddenly May 11 at the age of 62.

Mr. Rodey joined New York Edison as an engineer in 1921. He became interested in accounting and in 1923 joined the United Electric Light and Power Co., another predecessor of Con Edison. At the time, the present Con Edison system was composed of a number of separate firms and the work of unifying them into a single company involved the problem of unifying their books and records as well.

Mr. Rodey received a law degree from New York University in 1928, and a doctorate in law from NYU in 1938. He also served as a lecturer in public utility accounting at NYU.

Mr. Rodey wrote a number of articles on his specialty, and was co-author of the text *Public Utility Accounting*. He was very active in industry matters, having been chairman of the American Gas Association Accounting Section in 1953. At the time of his death, he was chairman of the A. G. A. Harvard research project on electronics, and a member of the Accounting Section's Advisory Committee, Managing Committee, and Nominating Committee.

He is survived by his wife, Clara Short Rodey, and three daughters.



## Name D. K. Yorath president, R. C. McPherson senior vice-president

DENNIS K. YORATH has been named president, and R. Cody McPherson senior vice-president of Northwestern Utilities, Ltd., and Canadian Western Natural Gas Co., Ltd. Mr. Yorath was also named a director of the latter.

Mr. Yorath joined the staff of Northwestern in 1925, was transferred to Canadian Western soon afterwards, and became secretary of the latter in 1945. From 1925 to 1949 he served in various capacities with Canadian Western and its affiliates, Canadian Utilities, Ltd., and Northwestern. He became general

manager of Northwestern in 1949, and will retain that post. He became a director of the Canadian Gas Association in 1947 and was elected president in 1953. In 1955 he was elected a director of the American Gas Association.

Mr. McPherson joined Northwestern after graduation from the University of Alberta. He worked for a brief period in the thirties with both Canadian Western and Canadian Utilities, and in 1947 became general manager of Northwestern. In 1949 he became general manager of Canadian Western, and

will retain that post. He is a director of the Canadian Gas Association.

In addition, F. A. Smith has been promoted to vice-president—finance of Canadian Western and Northwestern. K. L. MacFadyen will take over Mr. Smith's former post as comptroller of the companies. H. W. Francis, purchasing agent for the companies, was newly elected to the board of directors of Canadian Western. B. F. Willson, head of the companies' inter-company administrative department, was elected to the board of directors of both companies.

## Wade PR manager

JAY PAUL WADE, senior account executive with Bozell & Jacobs advertising agency, has been named manager of public relations for Central Illinois Public Service Co., effective June 1. Mr. Wade will head a new department which will have general supervision over the company's public relations activities in its service area. Prior to joining Bozell & Jacobs in 1948, Mr. Wade edited and published newspapers in Louisiana. For the past two years, he has been the agency's representative on the Texas Gas Transmission Corporation account, and helped organize and direct that company's public relations efforts.

## Appoint Richardson

ELLO E. RICHARDSON has been appointed general manager and a director of the Cambridge (Mass.) Gas Company. He succeeds Gordon G. Howie, who has retired. A graduate of Massachusetts Institute of Technology in 1925, Mr. Richardson became associated with the Cambridge utility the same year.

From his initial engineering assignments, the new general manager has progressed through positions as superintendent of the production department, general superintendent, and assistant to the general manager. He is a member of the American Gas Association.

## Whitmore re-elected

CHARLES H. WHITMORE, Rock Island, was re-elected president of Iowa-Illinois Gas and Electric Company. Elected as vice-presidents were Ed Lerch, Rock Island, vice-president and consulting engineer; and C. J. Math, Davenport, vice-president, districts and sales. Mr. Math, a former assistant vice-president, succeeds Mr. Lerch as vice-president, districts and sales.

During the annual stockholders' meeting, R. Hovey Tinsman, vice-president and treasurer, was elected a director, succeeding the late C. P. Conrad, former Chairman of the company. All other directors were re-elected.

## Meet Mrs. America

(Continued from page 6)

Mrs. Utah and Mrs. Pennsylvania.

Throughout the week, newspaper reporters and photographers from the major wire services and those on special assignment, had recorded the daily activities of the contestants for newspaper, radio and television networks in every state in the Union.

A moving picture crew covered the entire Mrs. America event, filming every exciting moment for the 1957 "Mrs. America Story," which will be seen by millions of women throughout the country.

Also attending the national contest were observers from national magazines, and leading food and equipment manufacturers with an eye to joining the fast growing list of sponsors of the Mrs. America Contest.

The 49 contestants who participated in the grand finals at Ellinor Village were perhaps the nicest, most charming, most accomplished group of homemakers who ever took part in a contest. Certainly they were tops in their own states, having undergone intensive local and state-wide contests before being selected to represent their states at the Mrs. America grand finals. They carried the banner of their states high, and were a credit to their communities.

The judges, charged with the difficult task of selecting the one most outstanding homemaker from a group of already proven champions, spent long hours visiting the villas, studying the menus, and observing the contestants each day. The final responsibility for the selection of the new Mrs. America rested solely with them. No one envied them.

This year, for the first time, a group of gas company home service directors, headed by A. G. A.'s home service counsellor, Jessie McQueen, were on hand at Ellinor Village to observe the national grand finals. They will make suggestions and recommendations, based on their observations, for next year's contest.

The Home Service Committee was comprised of: Ruth Sheldon, Washington Gas Light Co., Washington, D. C.; Ruth Soule, The Brooklyn Union Gas Co., Brooklyn, N. Y.; Mary Hall, Elizabethtown Consolidated Gas Co., Elizabeth, N. J.; Mildred Clark, Oklahoma Natural Gas Co., Tulsa, Okla.; Kathryn Barnes, Equitable Gas Co., Pittsburgh, Pa.; and Jessie McQueen of A. G. A.

The audience of 3,000 who witnessed the crowning of Mrs. America included a committee of observers from the A. G. A. General Promotional Planning Committee, A. G. A. President Dean Mitchell, A. G. A. Managing Director C. S. Stackpole, and sales promotion and public relations executives from gas companies and advertising agencies.

The extensive publicity accorded the national Mrs. America Contest this year indicates how far it has come since it was first launched 18 years ago in Asbury Park, N. J. by Bert Nevins, managing director of Mrs. America, Inc. (New York). At that time it was a competitive imitation of the Miss America contest in nearby Atlantic City, with the result that there was considerable confusion in the public's mind regarding the contest.

Today, however, Mrs. America stands alone on its own merits. Due to the influence of the American Gas Association, which became its main sponsor three years ago, the beauty angle has been gradually dissociated from the contest. Contestants no longer appear in bathing suits at any time, and the

emphasis today is on homemaking abilities, careful grooming, and active participation in church and community affairs.

Mrs. America has attained dignity and purpose. Regarded nationally as a "search" for the outstanding homemaker of the year, rather than as a beauty contest, its principal mission is to make homemaking appear glamorous.

Today, the Mrs. America contest has progressed to the point where it has the approval and support of government officials, home economists, trade associations and leading food and appliance manufacturers.

To make certain that the homemaking requirements are carefully adhered to, each contestant is carefully screened at the local, state and national level, before the final selection of Mrs. America is made. As a result, the caliber of contestants is rising each year.

This year the 49 state finalists ranged in age from 22 to 42, with an average age of 32. Families ranged in size from one to 11 children, averaging three per family. The occupations of husbands included high school principals, engineers, technicians, sales managers, purchasing agents, businessmen, school teachers and administrators, lawyers, a doctor, army major, minister, architect, lumberman, a captain and fleet commander of the U. S. Navy, funeral director, monument maker, plumber, baseball coach and truck driver.

The Mrs. America contest reflects the American way of life, accenting the role of the family in each community. Thus the gas industry, which sponsors the Mrs. America Contest through gas companies in every part of the country serving over 34,000,000 families, seeks to encourage and reward the homemaker for her outstanding contributions to her family, her home and her community.

### Vote continued sponsorship

At the General Promotional Planning Committee meeting in Savannah, Ga., which followed the Mrs. America grand finals, the committee, through its chairman, Christy Payne Jr., sent a telegram congratulating the new Mrs. America and voted to continue the contest next year.

At 10 a.m. contestants and their husbands formed a DeSoto Motorcade for a trip throughout the Daytona Beach area. Crowds gathered along the route to wave to their favorites and wish them luck.

In the afternoon there was a rehearsal at Peabody Auditorium for the night's festivities which would be followed by a gala coronation ball at the Daytona Plaza Hotel.

For the contestants it had been an exciting week filled with visits from the judges, the awarding of trophies, completing of daily assignments, and a week of making new friends while demonstrating their over-all homemaking abilities. While this was a busy schedule, plenty of time was allowed for recreation and relaxation.

Husbands, meanwhile, had enjoyed a week of swimming, fishing, golfing and sightseeing. A special committee took care of husbands' recreational activities, since contest rules stated that husbands were not allowed to assist their wives.

● Next month the A. G. A. MONTHLY will carry an article telling the role of individual gas companies in sponsoring the Mrs. America Contest at the local and state level. While not an attempt to survey the industry, the article will try to point out how representative gas companies conducted and promoted their contests and the results of their experiences.

## 1957 promotions

(Continued from page 8)

**Air conditioning:** Any time or optional timing (timing to be listed in 1957 Plan Book—April, May).

**Househeating:** Any time or optional timing (timing to be listed in 1957 Plan Book—April, May, August, September, October).

**Incineration:** Any time or optional timing (timing to be listed in 1957 Plan Book—June, July).

**Holiday promotion:** Featuring gas ranges, refrigerators, water heaters, dryers—November, December.

**New Freedom Gas Kitchen:** Twelve months.

**Mrs. America:** twelve months.

**Commercial water heating:** February, March, April.

**Commercial cooking:** September, October, November.

Suggested themes are as follows:

**Ranges:** Spring promotion—"Spring Showing—It's New!"; Fall promotion—"Old Stove Round-Up."

**Water heaters:** (New Freedom Gas Laundry theme) The committee recommended the discontinuation of the water heating theme "Three Times Faster" and recommended that a new theme on automatic gas water heaters, as designed by the A. G. A. advertising agency and the A. G. A. Domestic Advertising Committee be used in both advertising and promotion.

**Clothes dryers:** (New Freedom Gas Laundry theme) "Only Gas Dries So Fast, Costs So Little."

**Refrigerator:** "The Only Completely

Modern Refrigerator—The Gas Refrigerator"; "Only Gas Gives All Four—Automatic Ice-Server—Automatic Defrosting—Ten-Year Warranty—No Moving Parts."

**Air conditioning:** "Only Gas Gives Greatest Year-Round Comfort."

**Househeating:** "For Carefree Comfort, Heat with Gas—So Clean—So Automatic—So Convenient."

**Incinerators:** "Only Gas Incinerators End Both Your Trash and Garbage Worries."

Full information and details regarding the above programs, including the materials to be made available in connection with each campaign, will be included in the 1957 Promotion and Advertising Plan Book which will be ready for the industry late this summer.

## Facts and figures

(Continued from page 18)

up 2.6 per cent over the 81,400 units shipped in March 1955. During the first quarter of 1956 there were 114,500 gas dryers shipped, up 37.1 per cent over the comparable cumulative period a year ago. During this same cumulative period electric dryer shipments rose 23.1 per cent to 313,300 units.

Gas appliance data relate to manufacturers' shipments by the entire industry compiled by the Gas Appliance Manufacturers Association. Industry-wide electric appliance statistics are based on data compiled by the National Electric Manufacturers Association and are reprinted by

GAMA in its releases. Data relating to oil-fired burner installations are compiled by *Fuel Oil and Oil Heat*. Data on both gas and electric dryer shipments are released regularly by the American Home Laundry Manufacturers Association.

Total sales of the gas utility and pipeline industry to ultimate consumers during March, 1956 aggregated 7,812 million therms, up 11.1 per cent over sales of 7,033 million therms in March of last year. Sales increases during March are approximately 3.7 per cent higher than they would be if strictly comparable periods of time were being contrasted. This slight non-comparability between March, 1956 and the same month last year occurs because of the existence of an extra day

in the February just past. Because of the prevalence of cycle billing among most of the larger gas utilities the effect of this extra day in leap year is reflected almost entirely in the March sales data.

Sales of gas to industrial users were up approximately 5.6 per cent. Industrial production, as measured by the Federal Reserve Board index was 142 (1947-1949 = 100), up 5.2 per cent over last year. The Association's March index of gas utility and pipeline sales is 236.0.

During the 12 months ending March 31, 1956, total utility and pipeline sales of gas aggregated 69.2 billion therms, equivalent to an increase of 8.1 per cent over the 64.0 billion therms consumed in the 12 months ending March 31, 1955.

## Gas School

(Continued from page 22)

the question and answer period far exceeded the allotted time but proved more instructive to the school than the direct lectures.

On the second day, controls, steam generation, steamers, stock kettles, ranges, broilers, venting and ventilation, and costs were discussed. One piece of equipment that aroused much interest was the open hearth broiler of Mid-Continent Metal Products Company. School had to recess while the entire class looked over the broiler itself and questioned E. W. Haedike of that company.

Wednesday started off with a lecture on incineration by M. A. Naulin of Mc-

Naulin Inc. This is a live subject in many communities and the model on display served to show the students how incineration could be accomplished to meet specifications of local codes. During the balance of the day, subjects discussed were service, dishwashing, large volume hot water and oven design. Representatives from Procter & Gamble Company staged a baking demonstration in a Middleby-Marshall revolving tray oven. Several pies were prepared and baked, then distributed to the students.

Thursday was Restaurant Show Day. The entire school went by buses to the Navy Pier where they attended a cooking demonstration in the auditorium. The rest of the day was spent looking over the show exhibits.

On the closing day counter equipment

was presented by means of an Anetberger sound slide film and a talk by Andy Bornhofen. Presentations on toasters and counter broilers were made by Jack Heilig, of Savory, and Dave Goldstein, formerly with Lyons-Alpha.

James J. Condon, The Peoples Gas Light and Coke Co., Chicago, closed the sessions with a short talk on the position of the gas industry and gas equipment in the commercial cooking field. He also informed the students regarding the activities of the Food Service Equipment Committee of which he is chairman.

Among others participating in the school activities were: J. A. Belanger, Welbilt Corp., Detroit, Mich.; F. J. Corcoran, Groen Manufacturing Co., Chicago; M. H. Douglas, J. C. Pitman & Sons, Inc., Concord, N. H.; Lester A.

Dubberke, Milwaukee Gas Light Co., Milwaukee; Vincent D. Fortunato, The Peoples Gas Light & Coke Co., Chicago; L. J. Fretwell, Oklahoma Natural Gas Co., Tulsa; J. L. Gabris, Robertshaw-Fulton Controls Co., Youngwood, Pa.; Paul C. Grimes, The G. S. Blodgett Co., Inc., Burlington, Vt.; Thomas E. Ham-

pel, A. G. A. Laboratories, Cleveland.

Also, J. H. Holman, Market Forge Company, Everett, Mass.; E. A. Jahn, A. G. A., New York; George D. Leidholdt, Central Indiana Gas Co., Muncie, Ind.; E. E. Magnuson, Eclipse Fuel Engineering Co., Rockford, Ill.; Richard Mantz, Magic Chef, Inc., East Orange,

N. J.; John I. Marshall, Jr., Middleby-Marshall Oven Co., Chicago, Ill.; Arthur D. Pitman, Anetsberger Bros., Inc., Northbrook, Ill.; R. E. Regan, Gas Consumers Service, New York; Howard Whipkey, Ruud Manufacturing Co., Kalamazoo, Mich.; Don Williams, A. O. Smith Corp., Kankakee, Illinois.

## Distribution conference

(Continued from page 26)

B31.1-1955) were discussed by W. J. Kretschmer, Columbia Gas Service Corp., Columbus, Ohio. He discussed the code and corrosion control in general and developed specific sections by referring to practices adopted by Columbia Gas.

Development of optional natural gas appliance requirements was described by H. W. Scott, A. G. A. Laboratories, Cleveland. As the great preponderance of gas served shifts from manufactured or mixed gas to natural gas, the Laboratories have sought a means of approving burner construction for natural gas only. Until recently appliances had to pass tests for "city gas" use, but now "optional" requirements for manufacturers who sell in natural gas only areas are possible.

"A program of this nature offers something of advantage to every group in the utilization chain," Mr. Scott said. Manufacturers will be freed from the necessity of designing for and testing with manufactured gas. Also, they will have available a simply performed test indicating the flexibility of operation that can minimize the possibility of field rejection of an approved design.

"Merchandisers will profit with easy-to-adjust appliances not requiring extensive installation attention. Utilities will benefit from reduced frequency of service needs and need for special adjustments for their area. Customers will obtain an appliance capable of rendering more satisfactory service with fewer instances of minor difficulties."

The effect of the disastrous New England floods and hurricanes of 1955 on gas operations was described by H. M. Kopp, The Connecticut Light and Power Co., Hartford. Mr. Kopp showed a short film, aiding his listeners in recollecting the extent of the damage by means of slides showing specific damage and how the repair was accomplished.

At the conclusion of his dramatic presentation, Mr. Kopp said that the "great American public is invincible in time of widespread emergencies. The teamwork of the Civil Defense, the Army, the Red Cross, city and state departments, and above all utility employees was remarkable. Gas utilities in particular can be proud of their record both in Connecticut and other states during these emergencies."

In addition to the general sessions, meetings under the auspices of individual committees were held each afternoon throughout the four-day conference. Several of these meetings were held simultaneously with the general sessions. As in the past, these meetings usually followed a pattern of informal, "off the record" discussion of pertinent problems. Only the Customer Service Committee continued the practice of combining its discussions with luncheons.

The Corrosion Committee, under the chairmanship of N. P. Peifer, held its first meeting Tuesday morning. Cathodic protection of tank and holder bottoms was discussed in a paper presented by J. J. Meany Jr., A. V. Smith Engineering Co., Narberth, Pennsylvania. John B. DiRienzo, Public Service Electric and Gas Co., reviewed 20 years of cathodic protection of gas condensers.

The advantages of blast cleaning as a means of preparing surfaces for coating were discussed by A. J. Liebman, Pitmer Centrifugal Machine Corp., Pittsburgh. How Transcontinental Gas Pipe Line Corporation uses induced alternating current to protect a coated pipeline was described by S. J. Bellasai of that company.

The Tuesday afternoon corrosion session, chaired by O. W. Wade, Corrosion Committee vice-chairman, was devoted to a panel discussion on the methods and inspection of coating pipe at coating mills and "over the ditch." The discussion covered factory methods, transmission and distribution pipeline practices, the inspection of coating, and storage of coated pipe.

Participants included R. J. Young, Hill, Hubbell and Co., Cleveland; J. J.

Krueger, Northern Natural Gas Co.; J. A. Holloway, Houston Pipe Line Co.; C. M. Rutter Jr., Equitable Gas Co.; and A. E. Thoresen, Michigan Consolidated Gas Company. J. C. Berringer, Panhandle Eastern Pipeline Co., acted as moderator.

The third corrosion session, held Wednesday afternoon, heard round-table discussion of soil resistivity measurements. I. E. Davis, The Ohio Fuel Gas Co., acted as moderator, with J. V. Adkin, Rochester Gas & Electric Corp.; J. O. Mandley, Michigan Consolidated Gas Co.; M. C. Miller, Allendale, N. J.; and F. W. Ringer, Narberth, Pa., appearing as participants.

Mr. Ringer also presented a paper on the solution of some cathodic protection interference problems, while J. L. Nichols, Dow Chemical Co., reported on the use of galvomag anodes.

An important project of the Corrosion Committee has been research on the use of the redox probe in solving corrosion problems. Dr. Carl G. Deuber, of Deuber Laboratories, New York, reported on the progress made.

Conference sessions dealing with automotive and mobile equipment opened on Tuesday afternoon. These meetings are held in conjunction with the Transportation Committee of Edison Electric Institute, Randolph Whitfield, chairman.

The first session heard a paper entitled *Economic Replacement of Automobiles*, prepared by Paul H. Jaynes, Public Service Electric and Gas Company. A panel discussed leasing of cars versus the use of personally owned cars, and the related aspect of personal use of company-owned automobiles.

Participants included H. L. Allen, Florida Power and Light Co.; S. M. Foeller, Michigan Consolidated Gas Co.; and W. B. Streitle, Rochester Gas & Electric Corporation. R. E. Hamel, Cleveland Electric Illuminating Co., acted as moderator.

Reconvening on Wednesday morning with Linn Edsall, Philadelphia Electric Co., in the chair, the group heard of and saw new developments in mechanized equipment. New winches were described

by W. H. Emmons, Braden Winch Co.; and Herbert J. Howerth, Gar Wood Industries. A compilation of slides and pictures of specialized mechanical equipment was presented by F. N. Singer, American Gas and Electric Service Corporation.

Two panel discussions were featured during the afternoon Automotive and Mobile Equipment session. The first, moderated by C. S. Funk, Northern Indiana Public Service Co., dealt with the utilization and pooling of fleet equipment. Participating were Frank Baumgardner, Niagara Mohawk Power Corp.; H. J. Chambers, Oklahoma Natural Gas Co.; H. E. Greenlee, The Peoples Gas Light and Coke Co.; and L. K. Kimmel, Indiana and Michigan Electric Company.

*Ignitions—Past, Present and Future*, was the title of the second panel discussion, with W. B. Haas, Northern Natural Gas Co., as moderator. Panel members were Mr. Allen, M. W. Beech, Texas Gas Transmission Co.; F. P. Plovick and L. H. Gooding of General Motors' Delco-Remy division, and D. L. Thoe, Northern Natural Gas Company.

How to reduce fleet costs was the topic of a round-table presided over by D. K. Wilson, A. G. A. committee vice-chairman, on Thursday morning. Aspects of this topic considered by the speakers included preventive maintenance, transportation practices and the selection of vehicles.

Presentations were made by M. C. Wheyland, Northern States Power Co.; H. J. Wurth, Commonwealth Services; K. G. Scantling, Duquesne Light Co.;

Mr. Allen; and Mr. Edsall.

The final session on Friday was given over to reports of subcommittees dealing with vehicle selection, driver training, maintenance practices and related subjects. The floor was thrown open for comments and questions, with committee chairmen and vice-chairmen available for answers.

The Customer Service Committee held luncheon meetings on Monday and Tuesday. The first session, with Chairman W. H. Weber presiding, heard a panel discussion of customer service order dispatching conducted by D. L. Drake, Baltimore Gas and Electric Company. Participants included W. W. Gilliss Jr., Washington Gas Light Co.; L. G. Ranta, The Peoples Gas Light and Coke Co.; and Mr. Sandusky.

Mr. Sandusky also presented a progress report on the committee's efforts to develop methods to compare customer service departments' costs. Supervisors and supervision were discussed by John MacLarty, Rochester Gas & Electric Corp., and Ralbern H. Murray, A. G. A. The selection, training and motivation of servicemen was discussed by W. H. Pendleton, United Fuel Gas Co., and Mr. Ranta.

Mr. Murray opened the session with a presentation on the heating control service manual prepared by A. G. A. An exhibit of representative customer service forms was displayed by D. M. Baker, Oklahoma Natural Gas Company.

The Tuesday luncheon, with Vice-Chairman H. S. Blanding presiding, heard a number of papers on a variety of

customer service topics. J. H. Dennis, Long Island Lighting Co., spoke on househeating pilot problems; C. F. Miller, Iowa-Illinois Gas and Electric Co., discussed house piping and appliance regulators; and Mr. Gilliss talked on clothes dryer installation and service.

Meter work on customers' premises was the topic of a panel moderated by E. F. Hart, Boston Gas Company. John J. Gagen, Consolidated Edison Company of New York; L. G. Hanna, The Peoples Natural Gas Co.; and W. M. Hawkins, Laclede Gas Co., participated.

The Distribution Committee's Subcommittee on Construction and Maintenance held sessions on Monday and Wednesday afternoons. A wide variety of topics of interest to the group were discussed. R. B. Allen, chairman of the subcommittee, presided at the Monday session, with E. G. Watkins, vice-chairman, taking over on Wednesday.

The Distribution Design and Development Subcommittee also held two afternoon sessions, on Monday and Tuesday. Reports on task group activities and an interpretation of the ASA B31.1.8 code by a panel of code authorities were among the many subjects discussed. D. W. True, chairman, and M. Anuskiewicz Jr., vice-chairman, presided.

The Metering Subcommittee meetings on Wednesday and Thursday held discussion on the various methods of maintaining, repairing and testing meters.

Throughout the conference The Peoples Gas Light and Coke Company maintained a booth for the aid of delegates who wished to tour company facilities.

## Vacation costs

(Continued from page 19)

of accounting for Federal income tax purposes who, under labor union agreements, have become liable for vacation pay as of the close of the taxable year in respect of vacations with pay, or pay in lieu thereof, to be taken or received during the succeeding year. However, such taxpayers may accrue and deduct vacation pay for the year in which it is paid if that has been the consistent practice of the taxpayer and if there is a substantial condition to actual payment, such as being in the employ of the employer at the time of the scheduled vacation."

This continued to be the picture until August 16, 1954 when the '54 Code was enacted, including the controversial Sec. 462—Reserves for Estimated Ex-

penses, Etc. (repealed in 1955). The legislative history of this section clearly indicates that vacations were among the estimated expenses intended to be covered.

In December 1954, Revenue Ruling 54-608 was issued revoking IT 3956, and GCM 25261 was modified. This ruling held that no accrual of vacation pay can take place until the fact of liability to a specific person has been clearly established and the amount of the liability to each individual is capable of computation with reasonable accuracy.

It was further held that no distinction should be made between vacation plans under written contracts and vacation plans under oral agreements, providing the vacation plan or policy was communicated to the employee prior to the

beginning of the vacation year and that under such plan the employees' rights to a vacation with pay (or payment in lieu thereof) are vested at the time that the employer seeks to accrue the deduction.

When Revenue Ruling 54-608 was issued, it was intended to be applicable to all years to which the '54 Code applied—1954 for calendar year returns—but the effective date has been successively extended to taxable years ending after June 30, 1955, then December 31, 1955, and presently to June 30, 1956.

That the Senate Finance Committee recognizes the problem is indicated in two quotations from its report on HR 4725 which repealed Sec. 462.

"Your committee does not, however, believe that the repeal of these sections solves the problem presented. IT 3956

(1949 C.B., p. 78) which the Secretary of the Treasury in a letter to the chairman of the House Committee on Ways and Means promised to keep in effect through 1955, presents essentially the same problem as to the timing of vacation pay deductions as the present section 462 does generally. Moreover, if this IT is withdrawn for 1956, taxpayers who previously have been accruing vacation pay under this and similar rulings will be faced with the possibility of having no deductions for vacation pay in 1956."

"Your committee desires to make its position clear that it expects to report out legislation dealing with prepaid income and reserves for estimated expenses at an early date. As indicated above, the existing rulings of the Treasury Department and the court decisions dealing with estimated expenses and prepaid income are now in such a state of confusion and uncertainty that in the opinion of your committee legislative action is required on these subjects. In addition, your committee believes that it is essential that the income tax laws be brought into harmony with generally accepted accounting principles.

"Moreover, your committee believes that the present status, where some taxpayers are able to defer prepaid income while others are not, is inequitable and should not be allowed to continue. In order to eliminate this uncertainty and discrimination, definite rules must be written into the income tax law. For these reasons your committee plans to begin studies in the near future to devise proper substitutes for the sections now being repealed."

With this background (and it is not a complete presentation), it is necessary for each taxpayer to determine when his vacation costs are deductible. In reaching this decision, it is necessary to understand the pattern set by those rulings.

Prior to the issuance of GCM 25261 in 1947, it was apparently the practice of many taxpayers to deduct vacation costs in the year when paid—i.e., not in the period in which earned.

With the issuance of GCM 25261, the Commissioner's special ruling of May 21, 1948, and IT 3956 in 1949, it became apparent that if you had a labor union agreement covering vacations and a reasonable basis for estimating the vacation liability, the deduction could be taken in the year in which the vacation was earned. This was permitted

even though there was a possibility of the employee's right divesting through some provision like the requirement that he must be on the payroll in the following year when his vacation is scheduled to be taken.

The repealed Sec. 462—Reserve for Estimated Expenses, Etc.—would have continued this general practice, but with strings tied to it. Sec. 462 required that if you claimed a deduction for one class of estimated expense you must do it for all classes, and the regulations under this section required that they be recorded on the books.

The provisions of Revenue Ruling 54-608 that you must have a definite liability to specific individuals on the last day of the taxable year put this deduction in the same class with the deductions for other expenses. That is, if a final—not contingent—liability has accrued, it is deductible.

These rulings when applied to specific circumstances can result in: 1) The deduction of vacation costs on the same basis as prior years; 2) The loss of the deduction of vacation costs for some past year through a push-back to a prior year on which limitations have run; 3) The deduction in one year for both the vacations paid and the vacations earned in that year; or 4) The loss of a vacation deduction for the current year.

### Other variations

There may be other variations or combinations, particularly when more than one vacation plan is involved.

Examples of the first type—the deduction of vacation costs on the same basis as prior years—are comparatively simple. If you have been deducting vacations at the time of payment and have no fixed liability at year end, there is no change. Also, if you have been deducting vacation costs on a "when earned" basis and meet the requirements of Revenue Ruling 54-608—definite year end liability to specific employees—there is no change.

The second type—the loss of the vacation costs of some prior year—is one with several costly possibilities although under some unusual circumstances it could produce a tax savings.

If we assume that Revenue Ruling 54-608 never becomes effective and that the provisions of IT 3956 remain in effect as such or through subsequent legislation, a taxpayer meeting these requirements but without a firm liability to individual employees, and without changing the

vacation plan, could change to the vacation earned basis. Under these circumstances prior years' vacation deductions taken on paid basis may be pushed back to an earned basis for as many years as returns are open, and the vacation paid deduction for the earliest year may be pushed back to a closed tax return with the loss of that deduction.

The loss of such a deduction would almost always be costly, and it would be a rare case that would be protected by certain relief provisions in the law. There may be unusual cases where vacation costs have had abnormal growth that the benefit of a push-back into open excess profits tax years could more than offset the loss of a year's deduction.

The third type—the deduction in one year for both the vacations paid and the vacations earned in that year—requires a change in the vacation plan. If under an existing vacation plan vacation costs are being deducted on a paid basis because there was no liability at the end of the preceding year and vacation plan changes are made during the year that result in a fixed liability to specific employees at the end of the taxable year for vacations earned during the year, both the vacations paid and earned could be deductible in the initial year of change-over.

The fourth type—loss of a vacation deduction for the current year—can happen in 1956.

If a taxpayer in 1955 deducted vacation costs on an earning basis under IT 3956 without having a firm liability at year end, the plan is not amended by December 31, 1956, the revocation of IT 3956 and the new provision of Revenue Ruling 54-608 become effective, and there is no corrective legislation—then there may be no vacation deduction in 1956. The vacations paid in 1956 were deducted in 1955, and those earned in 1956 may not be deductible until 1957.

The above is an oversimplified outline of some vacation deduction possibilities. Each individual case requires competent technical studies of the particular plan, the applicability of all the laws, rulings and decisions and possibly even the submission of your full story to the Commissioner of Internal Revenue for a ruling.

This is a problem that requires continuous watching. Subsequent changes in the tax laws, rulings or decisions or a later amendment of your vacation plan could change the year in which your vacation costs are deductible.

## NRA show

(Continued from page 21)

The cooperating exhibitors in the 1956 A. G. A. Combined Exhibit were: Anetsberger Bros., Inc.; The G. S. Blodgett Co., Inc.; Char-Rock Products; The

Cleveland Range Co.; Duke Mfg. Co.; The Frymaster Corp.; Groen Mfg. Co.; B. H. Hubbert & Son, Inc.; Kewanee Industrial Washer Corp.; Magic Chef, Inc.; Malleable Steel Range Mfg. Corp.; Market Forge Co.; Morley Mfg. Co.; Robertshaw-Fulton Controls Co.; Super-

Chef Mfg. Co.; and Garland Division, Welbilt Corporation.

This group was supplemented by other manufacturers of gas equipment throughout the show and gas equipment was used exclusively on the stage of Navy Pier Auditorium.

## Mid-West sales

(Continued from page 35)

ing Company, Two Rivers, Wisc., advised delegates to shift the sales emphasis on clothes dryers away from the weather element to the story of time and labor saving. He pointed out the change in trend of clothes dryer sales. Where electric dryers once outsold gas appliances by 5 to 1, the ratio had dropped to about 2½ to 1 last year. He said this indicated women used gas dryers in all sorts of weather and that the story of climate had become self-evident. He urged the use of creative selling and asked utilities to enroll the aid of newspapers in getting across this new, dramatic story of savings in household labor. He said the A. G. A.'s promotion of automatic gas laundries as part of the New Freedom campaigns should be emphasized. More and more gas utilities were realizing the value of automatic washers as load builders for gas water heaters and he urged pushing this appliance as a load builder.

Clifford E. Hall, manager, utility

operations, The Coleman Co., Inc., told delegates the treat of electric heating was not an idle one. The heat pump and other methods of electric heating were making advances in some parts of the country.

Mr. Hall pointed out that usually the fuel that owns air conditioning will own the heating load. He outlined some of the work being done by manufacturers in the field of air conditioning and urged all gas industry members to support A. G. A. and research programs in this field.

Because the work being done by Coleman was more familiar to him, Mr. Hall outlined and previewed some of the projects being carried on by his company. More than 300 air conditioning units had been installed in 41 states and in Canada, he said. One unit had been in operation for more than 10,000 hours, or more than five full cooling seasons, without major repairs, he said.

Mr. Hall stressed the need for training service men in this important new domestic service. His own company had conducted schools and to date more

than 400 men had been trained in air conditioning service schools. He said that possibly the results of long-term sales efforts would depend on the cooperation of distributors and dealers, if they could be properly educated and sold. Mr. Hall predicted that in ten years the gas industry can have and should have over 50 per cent of the air conditioning load in residences in the United States.

Cecil M. Dunn, president, Magic Chef, Inc., St. Louis, preached the story of salesmanship. Picturing himself as a consumer, he related some of his personal experiences in venturing into the buyer's market. He factually outlined the need for knowledge of a product, enthusiasm for its virtues and willingness to serve consumers as the major attributes needed to sell gas appliances—or any other product.

Through the courtesy of an important group of appliance manufacturers, the delegates were entertained Tuesday night with several acts that had been or were scheduled to appear on national television shows.

## Eastern sales

(Continued from page 33)

well as with tomorrow's customers through work done with schools and colleges.

Frank H. Trembly, Philadelphia Gas Works, told of the proposed \$2.25 million television program the gas industry is trying to initiate. He described the rapid gains made in television advertising by our competitors, to the point where electric advertising outranks gas advertising by a ratio of more than ten to one. As the sixth largest industry in the U. S. it is unthinkable that we would continue to be unrepresented in such an important medium as television.

About half the necessary funds have been pledged to date, Mr. Trembly said. A nationwide committee is working intensively to put the program across. If this program is not accepted now, he said, it will be too late to accomplish its purpose. We have reached a coincidental

peak of industry interest, the ability to finance the program and need for it, that may never occur again, according to the chairman of the A. G. A. Television Committee.

Harry Bowser, sales manager, home appliance division, Servel, Inc., said that while "Show, Tell and Sell" might not be the correct title for his talk, it was a one-line description of what was best in sales training. He told of the importance of little things in making sales, a smile, a gesture, a pleasant look, a word of greeting—these were often the things that made a sale. He outlined some of the plans ahead for selling gas refrigerators and other Servel home appliances. Employees as well as the American people must be sold on the benefits of our products, he said.

George W. Coulter, sales manager, The Manufacturers Light & Heat Co., Pittsburgh, and vice-chairman of the Eastern Sales Conference, presided at the meeting on Tuesday. He stressed the advan-

tages made by the industry and the need for aggressive selling in order to keep ahead of the times.

Robert H. Lowe, The Coleman Co., told delegates that a distinct threat to the heating load could be seen in the more than \$12 million of consumer investment in heat pumps, resistant heating and other competitive methods fueled by electricity. He told of the efforts of several manufacturers in the field of gas air conditioning.

His own company has more than 250 units installed in several states where they are being tested under the most severe climatic conditions. Regional schools have been held where more than 400 utility and dealer salesmen have been trained in the selling of Coleman air conditioning equipment.

Harry Price, Norfolk, Va., past president of NARDA and one of the nation's leading retailers, brought the conference the question: "What About the Retailer?" He advocated better relationship

with retailers. The gas industry is supplied by manufacturers who are not "giants." The need for dealer cooperation is evident.

Our economy is built on the need for small business. Small business can cooperate faster and on a more personal basis than big business. The gas industry is being out-promoted and out-imagined by big business. He urged the gas industry to find out what dealers need and to use a positive approach in answering that need. There is no short cut to good dealer relations, Mr. Price declared. You have to want them and work at it.

Two different methods of selling the new home market were outlined in a panel conference by Henry A. Kievenaar, residential sale manager, Boston Gas Co., and James E. Cook, manager, residential building and development bureau of Con Edison of New York. Both speakers stressed the great possibilities in the new building program currently enjoyed in the U. S. Operation Home Improvement was presented as an opportunity for all gas utility and appliance manufacturer members. More than \$600 million is going to be spent on this program, both speakers said. Our industry is missing a good opportunity if it does not tie in with this tremendous movement.

E. Carl Sorby, vice-president, Geo. D.

## Industrial relations

(Continued from page 17)

ployer's rule does not "discriminate against the union by allowing other distribution."

The conditions are met in all three cases, the court decides in an opinion delivered by Justice Reed. Justice Harlan did not participate. The ruling affirms decisions of the Fifth and Tenth Appeals Courts in refusing to enforce board orders against Babcock and Wilcox Co., and against Seamprufe, Inc., because of their bans on parking lot literature distribution, and upsets the opinion of the Sixth Appeals Court in sustaining the board in a similar order against Ranco, Inc. Respectively, the plants are on sites at short distances

Roper Corp., spoke on the great possibilities offered to gas utilities through the replacement market. He pointed out that back in 1935 the industry sold slightly over one million ranges to new and replacement buyers. In 1950 the figure had risen to 3,031,000 units, but in 1955 a total of 2,250,000 gas ranges were sold to customers on city gas lines.

He estimated that anywhere from five to 15 million gas ranges on lines today are obsolete—if we accept modern standards. Automobile dealers preach obsolescence after a few years. The gas industry today should begin to make customers unhappy with appliances that are out of style, just as other manufacturers do. We should appeal to the public with the modernity of today's gas appliances and help people to buy; plan sales attacks on the additional quality and advantages of today's ranges.

C. E. Stackpole, managing director of A. G. A., was the guest speaker at the closing luncheon meeting on Tuesday. Mr. Stackpole highlighted some of the principal programs in A. G. A. that are being carried on for the benefit of the gas industry. He told of the progress of the PAR Plan and the Gas Industry Development Plan. Member companies and individual members should take advantage of the A. G. A. programs they finance and make possible, he declared.

from Paris, Texas; Holdenville, Okla.; and Delaware, Ohio.

And, on the conditions it sets up as the basis for its order, the court concludes in all three instances: "The plants are close to small well-settled communities where a large percentage of the employees live. The usual methods of imparting information are available. . . . The various instruments of publicity are at hand. Though the quarters of the employees are scattered they are in reasonable reach. The act requires only that the employer refrain from interference, discrimination, restraint or coercion in the employees' exercise of their own rights. It does not require that the employer permit the use of its facilities for organization when other means are readily available."

Mowat, The Peoples Gas Light & Coke Co., vice-chairman.

Western: Frank C. Sullivan, Southern California Gas Co., chairman; James D. MacFarland, Southern Counties Gas Company of California, vice-chairman.

The regional public relations workshop activity is a major project of A. G. A.'s PAR Public Information Program. Development and organization of the workshops is being handled by the Association's Public Information Projects Committee, James F. Purcell, Northern Indiana Public Service Co., chairman.



1956

## JUNE

- 17-23 • World Power Conference, Vienna, Austria
- 25-26 • Michigan Gas Association, Grand Hotel, Mackinac Island, Mich.
- 26-29 • Canadian Gas Association, Manior Richelieu, Murray Bay, Quebec, Canada
- 26-29 • American Home Economics Association, Armory, Washington, D. C.

## JULY

- 9-13 • National Housewares and Home Appliance Manufacturers Exhibits, Atlantic City, N. J.
- 16-20 • Western Summer Radio-Television and Appliance Market, Western Merchandise Mart, San Francisco, Calif.
- 24-27 • NARUC Annual Convention, Sheraton Palace Hotel, San Francisco, Calif.

## SEPTEMBER

- 7 • New Jersey Gas Association, Annual Meeting, Spring Lake, N. J.
- 11-13 • Pacific Coast Gas Association, Annual Meeting, Hotel del Coronado, Coronado, Calif.
- 14-15 • Maryland Utilities Association, Fall Conference, The Cavalier Hotel, Virginia Beach, Va.
- 18-19 • A. G. A. Accident Prevention Conference, Shirley-Savoy Hotel, Denver, Colo.
- 19-21 • Southeastern Gas Association, Hotel Sir Walter, Raleigh, N. C.

## OCTOBER

- 8-12 • National Metal Exposition, Cleveland, Ohio (A. G. A. will exhibit)
- 15-17 • A. G. A. Annual Convention, Atlantic City, N. J.
- 17-19 • Wisconsin Utilities Association, Electric and Gas Section Convention, Schroeder Hotel, Milwaukee, Wis.
- 22-24 • American Standards Association, Hotel Roosevelt, New York City

## NOVEMBER

- 1-2 • American Home Laundry Manufacturers Association, Conrad Hilton Hotel, Chicago, Ill.
- 12-15 • American Petroleum Institute, Conrad Hilton Hotel, Chicago, Ill.
- 12-16 • National Hotel Exposition, New York Coliseum, New York City
- 25-30 • The American Society of Mechanical Engineers, Statler Hotel, New York City

## PR workshops

(Continued from page 16)

The following officers have been appointed for regional public relations workshops in six other areas of the country:

Mid-Eastern: Harry A. Sharrett, Baltimore Gas & Electric Co., chairman; Alfred H. Doud, Rochester Gas & Electric Corp., vice-chairman.

New England, Southeastern and Southwestern: officers to be appointed.

Great Lakes: Donald J. McGowan, Consumers Power Co., chairman; Daniel H.

# Personnel service

## SERVICES OFFERED

**Property Manager or Superintendent**—ten years' diversified, practical experience in natural gas distribution. Broad knowledge of operations, construction, customers service work, and maintenance. Experienced in administration, sales, and utilization. Permanent position desired. Age 32. 1840.

**Communication Engineer & Administrator**—B.S. Degree, 22 years' experience in large gas and electric co. Eight years with N. Y. Telephone Co., NYC. Engineering-supervising operation mobile and microwave radio, manual and dial telephone switchboards and customer service boards, supervisory and telemeter equipment and closed circuit TV. Author of papers A. G. A., E.E.I., and Society of Automotive Engineers. Held important chairmanships and coordinator jobs in national associations, trustee school board ten years. Travel anywhere. 1841.

**Public Relations Executive** available—well rounded corporation and trade association experience. Versatile, capable of promoting meaningful down-to-earth program. Harvard graduate school. Top references. 1842.

**Gas Engineer**—age 38. B.S. degree in E.E. Sixteen years with a combination natural gas and electric utility. Broad knowledge of gas utilization. Working knowledge of gas distribution design and maintenance. General knowledge of commercial departments, accounting, rates, electric operation, etc. Desires position of responsibility with growing natural gas or combination utility that will fully utilize experience and ability. 1843.

**Petroleum and Natural Gas Engineer**—31, desires position with oil or gas company as research or production engineer. Presently natural gas research engineer with technical responsibility for research project on deliverability study of underground natural-gas storage reservoirs. Well acquainted with all phases of oil and gas well production-testing, gas reservoir mechanics and reserve calculations, data correlation, and technical reporting. Present salary \$6400. 1844.

**Chemical Engineer**—with gas engineering experience, employed, desires position in operation, development or process engineering with natural gas company. Will consider consulting. 1845.

**Administrative Executive position**—20 years' of natural gas experience. Background of finance accounting and construction including general and customers accounting, financing of construction, budget preparation and control and surveys for investments. 1846.

**Graduate Engineer**—from India, qualified and trained in gas engineering and fuel technology in England with six years' experience in the gas industry in West Germany desires suitable opening in town gas distribution company in U.S. Prepared to work in any capacity. 1847.

**Manager, Industrial and Commercial Department**—desires to relocate in company where larger opportunity is available. Experience includes industrial and commercial sales, rate making, public utility commission proceedings, and consulting work. Registered professional engineer. 1848.

## POSITIONS OPEN

**Administrative Vice-President**—position carries with it responsibility for the coordination of operating, commercial and accounting functions and also for the administrative aspects of the company's organization and operations. Should have a combination of operating and/or construction and commercial and accounting experience in at least two of the four branches of the utility field. For a responsible, ambitious and aggressive man this is a substantial opportunity with an expanding utility operating company. Salary range—\$15-25,000. Age bracket, 38-45. 0813.

**Assistant Vice-President-Operations**—a man who is thoroughly familiar with the public utility field, including operations, engineering and construction pertaining to such work. He should have sufficient experience and knowledge of rates to enable him to play a major role in analyzing present rates, supervise in the mak-

ing of studies for new rates, and participate as a key witness in the preparation of rate cases for Public Utility Commissions. Must be able to handle labor, labor contracts and negotiations and evaluate manpower requirements of individual property operation. He must therefore be equipped to criticize constructively and improve personnel organization. (32-38) Salary range \$10-12,000. 0814.

**Graduate Mechanical Engineer**—knowledge of standard testing procedures of A. G. A. for gas heating equipment—furnaces, unit heaters, room heaters. Knowledge of manufacturing techniques will be helpful. Position with mid-west manufacturer. Write giving complete resume, and salary requirements. 0815.

**Chief Engineer**—long established and growing company in Midwest needs a chief engineer with good administrative background. He should have experience in the valve and fitting fields or be familiar with application in allied industries such as gas and water. He should be: 1. 35-45; 2. creative but practical—able to develop new ideas; 3. mature and tactful; 4. have good technical background as a mechanical engineer; 5. have top management potential. Salary, \$15,000 to \$30,000 plus other benefits. 0816.

**Operations Assistant**—engineering graduate with utility operating experience and some knowledge of utility accounting. Work directly under direction of vice president on analysis of property operations of diversified utility. Heavy travel. Submit complete resume and starting salary desired. 0817.

**Assistant Gas Distribution Superintendent**—want experienced man in all phases of gas distribution. Opening is with a manufactured gas utility on Florida west coast presently expecting to convert to natural gas. Property has 22,000 consumers. Must be completely familiar with construction and maintenance of mains and services, operation of meter shop and customers service work. Prefer man under 35 with some technical training. Write giving complete background, education and references. 0818.

## Revise requirements

(Continued from page 7)

ing the preparation of requirements for central heating appliances has, during the last few years, extensively reviewed the text to eliminate all "deadwood" and to bring it up-to-date. Results of this review are reflected in new provisions covering furnaces.

Required metal thickness of flame spreaders and heating elements in the new standards for central heating appliances, duct furnaces and unit heaters is expressed as the minimum permissible thickness in decimals of an inch. The specified minimum thickness, however, should not be confused with "ordering thickness" or gauge size.

Heretofore, the requirements covering domestic gas ranges have been published under a single cover. The new standards have been prepared for pub-

lication as two volumes. Volume I covers domestic gas ranges while Volume II covers built-in domestic cooking units. Provisions covering both types of equipment have been brought up-to-date in line with advancements of the industry.

The new standards for hotel and restaurant deep fat fryers, portable gas baking and roasting ovens, and hotel and restaurant ranges contain a provision requiring automatic pilots. The Approval Requirements Committee agreed that the mandatory provision of automatic pilots is to apply to all approved units in the above categories following Jan. 1, 1957, regardless of the date of any previous approval of the unit.

It is believed that the time interval would afford manufacturers of commercial cooking equipment sufficient time for incorporation of automatic pilots on their appliances.

Most appliances in the above categories are now available with automatic pilots as optional equipment, thus manufacturers should have little difficulty in applying automatic pilots to all approved models.

While a number of other new provisions have been included in the standards to become effective Jan. 1, 1957, they are mostly of an editorial nature or clarify the intent of the provision. The proposed standards were recently distributed in multilithed form to gas appliance manufacturers and equipment designers for their information.

Others interested in these proposed standards may obtain a multilithed copy from the A. G. A. Laboratories, 1032 East 62nd St., Cleveland 3, Ohio. Printed copies will be available from the Laboratories following approval of the American Standard by the American Standards Association, Incorporated.

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